

STEPHEN KING'S IT (2017)

- Released by September 8th, 2017
- 2 hours 15 minutes
- \$35,000,000 (estimated)
- Andy Muschietti directed
- New Line Cinema, KatzSmith Productions, Lin Pictures
- Rated R for violence/horror, bloody images, and for language

QUICK THOUGHTS

- Demetri Panos
- Phil Svitek

DEVELOPMENT

- The project first entered development in 2009
- The proposed film adaptation went through three phases of planning: initially a single film with screenwriter David Kajganich; then the dual film project, first with Cary Fukunaga attached as director and co-writer, then with Andy Muschietti
- In March 2009, Warner Bros. was looking to bring Stephen King's novel It to the big screen, with David Kajganich adapting the novel, and Dan Lin, Roy Lee and Doug Davison producing the film
- When Kajganich learnt of Warner Bros.' plans to adapt King's novel, he went after the job
- Knowing that Warner Bros. was committed to adapting It as a single feature film, Kajganich began to reread the novel in an attempt to try to find a structure that would accommodate such a large number of characters in two different time periods, around 120 pages, which was one of Warner Bros.' stipulations
- Kajganich worked with Lin, Lee, and Davison on The Invasion (2007), and knew they would champion good storytelling, and allow him the time to work out a solid first draft of the screenplay
- Kajganich spoke of the remake being set in the "mid-1980s and in the present ... mirroring the twenty-odd-year gap King uses in the book ... and with a great deal of care and attention paid to the backstories of all the characters"
- Kajganich also mentioned that Warner Bros. wished for the adaptation to be rated R, saying, "we can really honor the book and engage with the traumas (both the paranormal ones and those they deal with at home and school) that these characters endure"
- He said that his dream choice for Pennywise would be Buster Keaton if he were still alive, and that the Pennywise that he scripted is "less self-conscious of his own irony and surreality"
- Kajganich was re-writing his screenplay by June 2010
- In June 2012, Cary Fukunaga boarded the project as director, along with co-writing the script with Chase Palmer, with Roy Lee, Dan Lin, Seth Grahame-Smith and David Katzenberg of KatzSmith Productions, producing
- In May 2014, Warner Bros. announced the film was moving to its New Line Cinema division, with It being overseen by New Line's Walter Hamada and Dave Neustadter, along with Vice President of Production at Warner Bros., Nijja Kuykendall
- The following December, Lin said that the first film would be a coming-of-age story about the children tormented by It, and the second would skip ahead in time as those same characters band together to continue the fight as adults
- Lin also stated that Fukunaga was then only committed to directing the first film, and was in the process of currently closing a deal to co-write the second. Lin concluded by mentioning King, to which he remarked, "The most important thing is that [King] gave us his blessing. We didn't want to make this unless he felt it was the right way to go, and when we sent him the script, the

response that Cary got back was, 'Go with God, please! This is the version the studio should make.' So that was really gratifying."

- Lin confirmed that Fukunaga was set to begin principle photography in mid-2016
- In February 2015, Fukunaga mentioned that he had someone in mind for the role of Pennywise, adding a month later his goal was to find the "perfect guy to play Pennywise". Fukunaga also revealed that he, Kajganich and Palmer had changed the names and dates in the script, adding, "the spirit is similar to what he'd like to see in cinemas"
- In early May 2015, it was officially announced that Will Poulter had been cast to play Pennywise, after Fukunaga was "blown away" by his audition
- Ty Simpkins was also in consideration to play one of The Losers' Club members
- By the end of the month, it was reported that Fukunaga had dropped out as the director of It
 - According to TheWrap, Fukunaga clashed with the studio and did not want to compromise his artistic vision in the wake of budget cuts by New Line, which greenlit the first film at \$30 million
 - However, Fukunaga maintained that was not the case, stating he had bigger disagreements with New Line over the direction of the story, "I was trying to make an unconventional horror film. It didn't fit into the algorithm of what they knew they could spend and make money back on based on not offending their standard genre audience."
 - He made mention that the budget was fine, as well as his desire to make Pennywise more than just the clown
 - Fukunaga concluded by stating, "We invested years and so much anecdotal storytelling in it. Chase and I both put our childhood in that story. So our biggest fear was they were going to take our script and bastardize it ... So I'm actually thankful that they are going to rewrite the script. I wouldn't want them to stealing our childhood memories and using that ... I was honoring King's spirit of it, but I needed to update it. King saw an earlier draft and liked it."
 - On Fukunaga's departure, King wrote, "The remake of IT may be dead—or undead—but we'll always have Tim Curry. He's still floating down in the sewers of Derry."
- In July 2015, it was announced that Andy Muschietti was in negotiations to direct It, with New Line looking for a new writer to tailor the script to Muschietti's vision
- The announcement also confirmed the possible participation of Muschietti's sister, Barbara Muschietti, as a producer, and Richard Brener joining Hamada, Neustadter and Kuykendall to oversee the project
- That October, Muschietti spoke about his vision of It, mentioning Poulter was still being considered for the role of Pennywise: "[Poulter] would be a great option. For me he is at the top of my list"
- He added that filming would begin in mid-2016, in order to give the filmmakers time to work with the children who have the main roles in the first part of the film
- Muschietti went on to say that "King described 50s' terror iconography", adding that he feels there is a whole world now to "rediscover, to update". He said there would not be any mummies or werewolves and that the "terrors are going to be a lot more surprising"
- In February 2016, producer Roy Lee confirmed that Fukunaga and Chase Palmer's original script had been rewritten, remarking, "It will hopefully be shooting later this year. We just got the California tax credit ... [Dauberman] wrote the most recent draft working with [Muscetti], so it's being envisioned as two movies."
- By April 2016, Poulter had dropped out of the film due to a scheduling conflict, and New Line Cinema set the film for a release of September 8, 2017

- The following month, David Kajganich expressed uncertainty as to whether drafts of his original screenplay would be used by Dauberman and Muschietti. with the writer stating, "We know there's a new director, I don't know myself whether he's going back to any of the previous drafts or writing from scratch. I may not know until the film comes out. I don't know how it works! If you find out let me know."
- In August 2016, Lin spoke of the piece's comparison to [Netflix's *Stranger Things*](#), describing *It* being a "homage to 80s movies", while remarking: "I think a great analogy is actually *Stranger Things*, and we're seeing it on Netflix right now. It's very much an homage to '80s movies, whether it's classic Stephen King or even [Spielberg](#). Think about [Stand by Me](#) (1986) as far as the bonding amongst the kids. But there is a really scary element in Pennywise."
- Lin continued, speaking of how well the young cast had bonded in the first weeks of shooting, "We clearly had a great dynamic amongst the kids. Really great chemistry is always a challenging thing with a movie like *It* because you're casting kids who don't have a ton of experience, but it ended up being really natural. Each kid, like a [The Goonies](#) (1985) or [Stand by Me](#) (1986), has a very specific personality and they're forming the loser's club obviously ... We've spent a few months getting the kids to bond and now they're going to fight this evil, scary clown."
- In February 2017, Lin confirmed that *It* would be rated R by the MPAA, stating, "If you're going to make a "Rated-R movie", you have to fully embrace what it is, and you have to embrace the source material. It is a scary clown that's trying to kill kids. ... They do have a scary clown that's taken over the town of Derry, so it's going to be rated R."
- Muschietti added that the R rating allowed him to go into adult themes, which was championed from the people at New Line Cinema
- He also stated that, "... if you aimed for a PG-13 movie, you had nothing at the end. So we were very lucky that the producers didn't try to stop us. In fact it's more our own moral compass that sometimes showed us that some things lead us in places where we didn't want to go."
- Barbara Muschietti added that there was only one scene that was deemed to be too horrific to feature in the new adaptation, stating, "... you won't find the scene where a kid has his back broken and is thrown in the toilets. We thought that the visual translation of that scene had something that was really too much."
- Muschietti concluded by emphasizing that nothing was removed from the original vision, nor was the violence of any event watered down

WRITING (Chase Palmer (screenplay), Cary Fukunaga (screenplay))

STORY/TOPICS

CAST

- In early June 2016, [Jaeden Lieberher](#) was confirmed as portraying lead protagonist Bill Denbrough, and it was reported that [Bill Skarsgård](#) was in final negotiations to star as Pennywise, with the cast also including [Finn Wolfhard](#), [Jack Dylan Grazer](#), Wyatt Oleff, Chosen Jacobs and [Jeremy Ray Taylor](#)
- A casting call for 100 background performers as well as a marching band and period cars between 1970 and 1989 was also listed
- Additionally, it was reported that Owen Teague was cast as Patrick Hocksetter
- By the end of June, Nicholas Hamilton had been cast to play Henry Bowers, [Javier Botet](#) had been cast in an unspecified role, [Sophia Lillis](#) had been cast as Beverly Marsh, and Stephen Bogaert had been cast as Al Marsh, the abusive father of Beverly Marsh
- Muschietti noted he attempted to keep Skarsgård separated from the film's child actors, wherein the actor was not introduced to the young cast until Pennywise's first encounter with the children: "It was something that we agreed on, and that's how it happened ... The day that he showed up

on the stage, they f*cking freaked out. Bill is like, seven-foot high, and I can't describe how scary he looks in person. He's a wiry man, crouching, making sounds, snotting, drooling, speaking in Swedish sometimes. Terrifying."

BILL SKARSGAARD (Pennywise)

- An ancient, trans-dimensional evil that awakens every twenty-seven years
- Will Poulter was previously cast in the role but was forced to drop out due to scheduling conflicts, with Poulter stating, "I was when Mr. Fukunaga was directing, but the circumstances at New Line are such that a new director's attached now."
- Poulter continued, "I think, with all due respect to him of course, I was selected by Cary and subscribed to Cary's vision for the movie, and so I haven't had a chance to connect with that [new] director."
- Mark Rylance, Ben Mendelsohn, Kirk Acevedo, Richard Armitage, Hugo Weaving and Tilda Swinton were considered for the role, with Mendelsohn passing on the project, as New Line wanted him to take a sizable pay cut
- On June 3, 2016, The Independent officially reported, after final negotiations took place, that Muschietti had chosen actor Bill Skarsgård to portray the character
- On portraying Pennywise, Skarsgård stated, "It's such an extreme character. Inhumane, It's beyond even a sociopath, because he's not even human. He's not even a clown. I'm playing just one of the beings It creates."
- Skarsgård described the character further, saying, "It truly enjoys the shape of the clown Pennywise, and enjoys the game and the hunt."
- He also commented, "What's funny to this evil entity might not be funny to everyone else. But he thinks it's funny."
- On Pennywise's design, Skarsgård stated, "It's important that we do something fresh and original for this one. It's purposely not going toward that weird, greasy look."
- On being compared to Tim Curry, he stated that, "[Curry]'s performance was truly great, but it's important for me to do something different because of that. I'll never be able to make a Tim Curry performance as good as Tim Curry."
- Skarsgård also elaborated on his age, stating, "There's a childishness to the character, because he's so closely linked to the kids. The clown is the manifestation of children's imaginations, so there's something child-like about that."
- Producer Dan Lin spoke of Skarsgård's physical attributes: "His build is really interesting. He's really tall and lanky, and feels a little clown like in his movement. When he came in—we had a lot of different actors read, and when he came in he had a different spin on the character that got us really excited."
- Lin concluded by contrasting the character with that of Heath Ledger's Joker, "You've had [Ledger] doing almost a clown joker, you've seen obviously Tim Curry as a clown. We wanted someone who created a Pennywise character that would stand on its own and Bill came in and created this character that frankly freaked us out."
- Muschietti spoke of Skarsgård's Pennywise as one not to lurk in the shadows, to which he remarked, "Pennywise shows up, he's front and center, and he does his show. He has an act ... So it's weird all the time, and every little thing implies a further threat."
- Muschietti also spoke of wanting to make the sense of dread that grows in Derry part of the dread of Pennywise, to which he stated, "He's not just a character that can shape-shift, his influence is all around. The anticipation of him is almost scarier than the actual Pennywise scares."
- On selecting Skarsgård to portray Pennywise, Muschietti wanted to stay true to the essence of the character, and Skarsgård caught his attention, "The character has a childish and sweet demeanor, but there's something very off about him. Bill has that balance in him. He can be sweet and cute, but he can be pretty disturbing."
- Muschietti explained how Skarsgård caught his attention to embody Pennywise, while pointing out that he did not want the young cast to spend too much time with the actor when not shooting, and encouraged them to "maintain distance", wherein Muschietti detailed: "We wanted to carry

the impact of the encounters to when the cameras were rolling. The first scene where Bill interacted with the children, it was fun to see how the plan worked. The kids were really, really creeped out by Bill. He's pretty intimidating because he's six-four and has all this makeup."

JAEDEN LIEBERHER (Bill Denbrough)

- The leader of the Losers' Club, who, with the help of his friends, vows to get revenge on the monster for the death of his young brother, Georgie
- Denbrough losing his brother makes the battle against It a more personal crusade for him than any of the others
- On the character of Denbrough, Muschietti spoke of him knowing a situation of despair, on top of the terror of It and the fear of heights, to which he stated, "Bill is like a ghost in his own home: nobody sees him because his parents can't get over Georgie's death."
- Ty Simpkins was considered for the role in Cary Fukunaga's production

JEREMY RAY TAYLOR (Ben Hanscom)

- On the character of Hanscom, Muschietti spoke of him knowing a situation of despair, "... Ben is bullied at school."

SOPHIA LILLIS (Beverly Marsh)

- The only female member of the Losers' Club, who forms a strong bond with Ben Hanscom
- Beverly's Losership was not defined by the fact she was abused but by her poverty
- On the character of Marsh, Muschietti spoke of her knowing a situation of despair, "Beverly's case is of course the worst, because it's about sexual abuse on a minor."
- In an interview with *Rolling Stone*, Lillis spoke of Muschietti not wanting her and her co-stars to spend too much time with Skarsgård: "We actually weren't allowed to see him until our scenes, because we wanted the horror to be real."
- On Skarsgård's appearance as Pennywise, she recalled, "Everyone had different reactions, but all of us were like, 'Wow, what did we get ourselves into?' One look at him, and ... you know, he's a really scary clown that wants to kill us. I was a little bit shocked."
- On her connection with her fellow co-stars, she noted that the closeness of the friendships formed allowed Lillis to connect with her own character: "I relate to Beverly – the way she deals with her emotions, and the way she was around the Losers. I felt that way around the actual actors."

NICHOLAS HAMILTON (Henry)

- A young sociopath who leads the Bowers Gang, a gang of high school thugs, and terrorizes the Losers' Club
- Hamilton prepared for the role by studying Jarred Blancard's portrayal of the character in *It* (1990), and in Hamilton's words, "watched all the bits of my original character" for research.
- Hamilton added, through the character of Bowers, that "There's stuff that I have to do that is really creepy and the opportunity to help share my psychotic side has been really fun."
- Additionally Hamilton stated, "I recently did a scene where I was working with Jeremy Ray Taylor. I had to terrorize the hell out of him and get right in his face."

SYMBOLISM/TRIVIA/EASTER EGGS

- The film has been described as a loss of innocence story, with fear, mortality and survivalist themes
- The graphic sexual content that was in the novel and Fukunaga's original script was not included in the film

DIRECTING (Andy Muschietti)

- Muschietti commented of the monstrous forms that It would be taking, as well as noting the fact that they are very different from the incarnations present in King's story, "The story is the same,

but there are changes in the things the kids are scared of. In the book they're children in the '50s, so the incarnations of the monsters are mainly from movies, so it's Wolf Man, the Mummy, Frankenstein, [and] Dracula. I had a different approach. I wanted to bring out deeper fears, based not only on movie monsters but on childhood traumas." Muschietti stated that the story had been moved forward, with the scenes with the young Losers Club shifting from the 1950s to the 1980s, while also describing the plot as "getting much wider", with new material not in the novel or the 1990 miniseries

- However, Muschietti said he hoped the material would still strike the same emotional resonance that the book did for him when he first read it: "It's all about trying to hit the core and the heart."
- Muschietti remarked of the film's elements of coming of age and issues of mortality, adding that such themes are prevalent in King's book, though in reality they occur in a more progressive way, "There's a passage [in It] that reads, 'Being a kid is learning how to live and being an adult is learning how to die.' There's a bit of a metaphor of that and it just happens in a very brutal way, of course."
- He also mentioned the characterization of Pennywise's survivalist attitude, and a passage in the novel which inspired Muschietti was when Bill wonders if Pennywise is eating children simply because that is what people are told monsters do, "It's a tiny bit of information, but that sticks with you so much. Maybe it is real as long as children believe in it. And in a way, Pennywise's character is motivated by survival. In order to be alive in the imagination of children, he has to keep killing." While Muschietti acknowledged It being a horror film, he felt that it is not simply that, "It's a story of love and friendship and a lot of other beautiful emotions."

PRODUCTION/CINEMATOGRAPHY (Chung-hoon Chung)

- Production designer Mara LePere-Schloop went to Bangor, Maine, to scope out locations, including the Thomas Hill Standpipe, the land running alongside the Kenduskeag Stream that in It is called The Barrens, and the Waterworks on the Penobscot River
- LePere-Schloop said that they were hoping to shoot some scenes in the city, and possibly take some aerial shots
- On May 31, 2016, Third Act Productions was confirmed to have applied to film interior and exterior scenes for It in the municipality of Port Hope, with filming slated for various locations around the municipality from July 11 to July 18, 2016
- Principal photography began in Toronto, with an original shooting schedule intended to last from June 27 to September 6, 2016
- Transformation of Port Hope into Derry ahead of filming in the town began on July 8, 2016; Port Hope Municipal hall was the Derry Public Library, The Port Hope Tourism Centre became the City of Derry office, Ganaraska Financial was remade as Montgomery Financial, Gould's Shoes store front on Walton Street changed to a butcher shop, The Avanti Hair Design store front changed to Tony's Barber Shop an empty storefront at 36 Walton Street changed to Reliance Cleaners, Queen Street Tattoo store front changed to Derry Scoop, a statue of Paul Bunyan was erected in Memorial Park, US flags hung in place of Canadian flags downtown, and Port Hope Capitol Theatre had appeared to be showing Batman (1989) and Lethal Weapon 2 (1989), thus confirming the film's 1989 setting
- Additionally, preliminary shooting took place in Port Hope Town Hall, Memorial Park cenotaph, Queen Street, between Walton and Robertson streets and the Capitol Theatre
- Filming occurred between the intersection of Mill and Walton street, Walton Street bridge, and in front and behind 16–22 Walton Street and Port Hope Town Hall
- Other shooting locations included Queen Street between Walton and Roberston Street, and Memorial Park

- Filming had been set up on the alley between Gould's Shoe's and Avanti Hair Design, and John and Hayward Streets
- Filming moved to Cavan Street, between Highland Drive and Ravine Drive, and Victoria Street South, between Trafalgar Street and Sullivan Street
- Filming in Port Hope ended on July 18, at Watson's Guardian Drugs
- Barbara Muschietti mentioned the beauty of Port Hope was one of the reasons it was chosen as a filming location, stating, "We were looking for an idyllic town, one that would be a strong contrast to the story. Port Hope is the kind of place we all wish we had grown up in: long summers riding bicycles, walks by the lake, a lovely main street, charming homes with green lawns, warm people."
- Muschietti also mentioned that 360 extras from the area, from adults to small children, had been involved
- Oshawa had been chosen by producers of It as the next filming location, and on July 20, filming notices were sent out to homes in the area of Eulalie Avenue and James Street, near downtown Oshawa, advising residents that filming would take place in the area from August 5 to August 8, 2016
- On July 29, 2016, it was announced the crew had worked on the formerly vacant lot at the dead end of James Street constructing the set, in the form of a dilapidated old house
- It was also remarked that the structure is a facade built around scaffolding that would be used for exterior shots
- The set was composed of pre-fabricated modules that were trucked in and put into place by IATSE carpenters
- On July 18, 2016, production crews had arrived in Riverdale, Toronto, with filming beginning at 450 Pape Ave, which is home to a circa 1902 heritage-designated building called Cranfield House, up until August 19, 2016
- It was reported on September 4 that filming had wrapped in Oshawa, which included the haunted house location, as well as on Court and Fisher streets
- Principal photography was confirmed to have ended in Toronto on September 21, 2016, with an altered shooting schedule occurring from June 27 to September 21, 2016, and post-production initially beginning on September 14, 2016
- Costume designer Janie Bryant spoke of crafting Pennywise's form-fitting suit and the inspirations it drew from – involving a number of eras – among them Medieval, Renaissance, Elizabethan, and Victorian
- Bryant explained that the costume incorporates all these otherworldly past lives, highlighting the point that Pennywise is a clown from a different time
- In designing Pennywise's costume, Bryant included a Fortuny pleating, which gives the costume an almost a crepe-like effect, to which Bryant remarked, "It's a different technique than what the Elizabethans would do. It's more organic, it's more sheer. It has a whimsical, floppy quality to it. It's not a direct translation of a ruff or a whisk, which were two of the collars popular during the Elizabethan period."
- Bryant played with multiple eras as a way of reflecting Pennywise's immortality, and added a "doll-like quality to the costume"
- She furthered stated, "The pants being short, the high waistline of the jacket, and the fit of the costume is a very important element. It gives the character a child-like quality."
- Bryant spoke of the two puffs off the shoulder, sleeves and again on the bloomers, with her desire to create an "organic, gourd or pumpkin kind of effect", which includes the peplum at the waist, and the flared, skirt-like fabric blossoming from below his doublet

- She explains, "It helps exaggerate certain parts of the body. The costume is very nipped in the waist and with the peplum and bloomers it has an expansive silhouette."
- The main color of his costume is a dusky gray, but with a few splashes of colour.
- She concludes the interview by stating, "The pompoms are orange, and then with the trim around the cuffs and the ankles, it's basically a ball fringe that's a combination of orange, red, and cinnamon. It's almost like Pennywise fades into his environment. But there are accents to pull out the definition of the gray silk."
- Judith, the woman in the portrait whose form It assumes to terrify Stan, did not appear in the novel. Muschietti based this sequence on the paintings of Amedeo Modigliani, one of which hung in his childhood home, and which he found frightening, interpreting Modigliani's stylisation as monstrosity. The eponymous creature in Muschietti's previous film, Mama, was also based on Modigliani's work

EFFECTS

- Nicholas Brooks was the overall visual effects supervisor, and visual effects company Rodeo FX worked on most of the visual effects on *It*
- Amalgamated Dynamics worked on the special makeup effects

EDITING (Jason Ballantine)

- Jason Ballantine was born in 1970 in Australia. He is known for his work on *It* (2017), *Mad Max: Fury Road* (2015) and *The Great Gatsby* (2013)

SOUND/MUSIC (Benjamin Wallfisch)

- Golden Globe and Emmy nominated composer Benjamin Wallfisch's career spans over a decade and 60 feature films. He has composed music for such legendary film makers as Steven Spielberg, Rupert Wyatt, Gore Verbinski and Lars von Trier, and has worked on scores that have been recognized with multiple awards and nominations at the Academy Awards, Golden Globes, Ivor Novello Awards, BAFTAs and World Soundtrack Awards.
- Notable past projects include orchestrating and conducting the Academy Award winning score for 'Atonement', additional music for Steve McQueen's Best Picture Academy Award winning film '12 Years A Slave', and scoring the short film 'Auschwitz', produced by Steven Spielberg and directed by James Moll.
- Upcoming movies include Gore Verbinski's 'A Cure For Wellness' for New Regency/Twentieth Century Fox, Ted Melfi's 'Hidden Figures', which Benjamin was honored to co-score with industry legends Hans Zimmer and Pharrell Williams, 'Bitter Harvest' for Roadside Attractions and 'Annabelle 2', produced by James Wan and directed by David F. Sandberg

PROMOTION

- On January 31, 2016, Muschietti, on his Instagram, posted a sketch that was thought to be the precursor to Pennywise's final look, to celebrate pre-production getting underway
- Beginning from July 11, 2016, Muschietti posted a variety of missing person posters of children within the Derry area, including Betty Ripsom, Richie Tozier, Paul Greenberg, Jonathan Chan, and Tania McGowan
- The first official image for *It* debuted on July 13, 2016, introducing the first look at Skarsgård's Pennywise The Dancing Clown, as well as an interview with Skarsgård, conducted by Anthony Breznican
- Thomas Freeman of *Maxim* wrote "... Skarsgard in full, terrifying costume, ... he's clearly got what it takes to fill King's most macabre, nightmare-inducing creation."
- Chris Eggertsen of HitFix responded positively, stating the image to be "... an appropriately macabre look that doesn't deviate too radically from the aesthetic of Curry's Pennywise ... dare I say, a more creepily seductive look to Skarsgard's version that was absent from Curry's interpretation."

- On August 16, 2016, Entertainment Weekly released the full costume image of Skarsgård's Pennywise to promote *It*, including an interview with costume designer Janie Bryant
- On March 9, 2017, Neha Aziz of SXSW announced that Muschietti would appear at a screening event titled, Face Your Fears, to share footage from *It*, while discussing his inspirations and influences
- On March 11, 2017, New Line Cinema showcased its promotion of *It* by releasing a teaser trailer and a scene at the South by Southwest festival
- Trace Thurman of *Bloody Disgusting* heralded the trailer: "It was maybe 90 seconds of footage, but it was a damn impressive 90 seconds of footage ... As far as teasers go, it's one of the best that I've ever seen."
- On March 28, 2017, New Line released a 139-second teaser trailer to promote *It*, following a 19-second trailer and the official teaser poster the prior day,^{[230][231][232]} and for exhibitors at CinemaCon
- The trailer reached 197 million views in its first 24 hours, setting a new record as the trailer with the most views in one day
- In addition to dethroning The Fate of the Furious (2017), the trailer numbers surpassed previous records held by Star Wars: The Force Awakens (2015), Fifty Shades Darker (2017), and Beauty and the Beast (2017)

BOX OFFICE

- As of September 13, 2017, *It* has grossed \$151.5 million in the United States and Canada, and \$66.3 million in other territories, for a worldwide total of \$217.8 million, against a production budget of \$35 million
- In North America, initial opening weekend projections had the film grossing \$50–60 million
- By the week of its release, estimates were raised to \$60–70 million, with a chance to go higher if word of mouth was strong
- It opened in 4,103 theaters, setting the record for most venues for an R-rated film (beating Logan's 4,071 from the past March)
- A few days before its release, the film became Fandango's top horror pre-seller of all-time, eclipsing Paranormal Activity 3 (2011), as well as setting the record as the site's top pre-seller among September releases, beating Sully (2016)
- The film made \$13.5 million from Thursday night previews, setting the record for highest amount by both an R-rated (besting Deadpool's \$12.6 million) and a horror film
- Due to the high Thursday gross, Deadline.com noted some industry trackers upped weekend projections to \$90 million. It went on to have an opening day of \$50.2 million (including previews), increasing weekend projections to over \$100 million
- The film's Friday gross not only set a record for biggest single-day amount by an R-rated film (beating Deadpool's \$47.3 million) but nearly eclipsed Paranormal Activity 3's entire weekend gross of \$52.6 million, which was the highest opening weekend gross for a horror film
- It went on to open to \$123.1 million, setting the records for largest opening weekend for both a September release and a horror film, and was the second-biggest debut for an R-rated film behind Deadpool (\$132.4 million). Variety and Deadline both noted that the film's opening weekend could have been even greater if not for Hurricane Irma shutting down nearly 50% of Florida's theaters, a state that typically accounts for 5% of the country's box office grosses
- During its first full week, the film made \$8.8 million on Monday, \$11.4 million on Tuesday, \$7.9 million on Wednesday and \$7.2 million on Thursday, each setting September records for their respective days

RECEPTION

- IMDB: 8.1
- Cinemascore: B+
- RT: 86% Tatometer, 89% Audience
- The site's critical consensus reads, "Well-acted and fiendishly frightening with an emotionally affecting story at its core, *It* amplifies the horror in Stephen King's classic story without losing touch with its heart."
- Richard Roeper of the *Chicago Sun-Times* gave the film 4 out of 4 stars, saying: "What will REALLY put a chill down your spine and raise the hairs on the back of your neck are the moments when an adolescent character is isolated from friends, all alone in the cellar or the bathroom or the alley or a dark office, and something they've long feared springs to 'life' in a certain fashion, confirming their worst sense of dread and doom."
- Andrew Barker of *Variety* praised the visuals and cast, while acknowledging the familiarities, calling the film "a collection of alternately terrifying, hallucinatory, and ludicrous nightmare imagery ... a series of well-crafted yet decreasingly effective suspense set pieces; and a series of well-acted coming-of-age sequences that don't quite fully mature."
- Mark Kermode of *The Guardian* gave the film 4 out of 5 stars, writing that the film "is an energetic romp with crowd-pleasing appeal that isn't afraid to bare its gory teeth".
- Christopher Orr of *The Atlantic* gave the film a mixed review, calling it "a solid but relatively conventional horror movie" and writing that it "privileges CGI scares over dread and nuance"
- Some critics were disappointed with the film's implementation of jump scares
- Michael Phillips of the *Chicago Tribune* noted the film's "diminishing returns of one jump scare after another", writing that "nearly every scene begins and ends the same way, with a slow build ... leading up to a KAAA-WHUMMMMMM!!!! sound effect".
- Eric Kohn of IndieWire praised the film's visuals but wrote that it "simplifies its appeal with jump scares", and Chris Nashawaty of *Entertainment Weekly* lauded the child actors but wrote that "the more we see of Pennywise, the less scary he becomes"

SEQUEL/LEGACY

- On February 16, 2016, producer Roy Lee, in an interview with Collider.com, mentioned the final film of the planned *It* duology, remarking that: "[Dauberman] wrote the most recent draft working with [Muschiatti], so it's being envisioned as two movies."
- On July 19, 2017, Muschiatti revealed that the plan is to get production underway for the sequel to *It* next spring, adding, "We'll probably have a script for the second part in January [2018]. Ideally, we would start prep in March. Part one is only about the kids.
- Part two is about these characters 30 years later as adults, with flashbacks to 1989 when they were kids."
- On July 21, 2017, Muschiatti spoke of looking forward to having a dialogue in the second film that does not exist within the first, stating, "... it seems like we're going to do it. It's the second half, it's not a sequel. It's the second half and it's very connected to the first one."
- Muschiatti confirmed that two cut scenes from the film will hopefully be included in the second, one of which being the fire at the Black Spot from the book