Helvetica
A film by Gary Hustwit

UK 2007, 80 minutes
Director: Gary Hustwit
Producer: Gary Hustwit
Editor: Shelby Siegel
Director of Photography:
  Luke Geissbuhler
Motion Graphics: Trollbäck & Co.
Sound Editing: Brian Langman
Sound Mixing: Andy Kris

Cast (in alphabetical order)
Michael Bierut
Dimitri Bruni
David Carson
Matthew Carter
Wim Crouwel
Tobias Frere-Jones
Otmar Hoefer
Jonathan Hoefler
Alfred Hoffmann
Manuel Krebs
Lars Müller
Mike Parker
Michael C. Place
Rick Poynor
Stefan Sagmeister
Leslie Savan
Paula Scher
Bruno Steinert
Danny van den Dungen
Massimo Vignelli
Hermann Zapf

Music:
The Album Leaf
Battles
Caribou
Chicago Underground Quartet
El Ten Eleven
Four Tet
Kim Hiorthøy
Motohiro Nakashima
Sam Prekop

"A whole movie about a typeface? Yes, and this doc has plenty to say about the font." —Richard Blackwell, Globe and Mail

"A wave of enthusiasm for the postwar, modernist Swiss design style helped Helvetica onto the world stage." —Frank Jordans, The Washington Post

"Eighty unexpectedly blissful minutes." —Chicago Tribune

Helvetica is a feature-length documentary about typography, graphic design and global visual culture that looks at the proliferation of one typeface (which will celebrate its 50th birthday in 2007) as part of a larger conversation about the way type affects our lives. Invented by a Swiss designer in 1957, the Helvetica font is now omnipresent in signage, ads, publications, labels, film titles, and e-mail. Director Hustwit turns to the international design community for an entertaining exploration of where the font came from and how it came to be virtually everywhere in our public and private spaces. The film is an exploration of urban spaces in major cities and the type that inhabits them, and a fluid discussion with renowned designers about their work, the creative process, and the choices and aesthetics behind their use of type.

About the Typeface
Helvetica was developed by Max Miedinger with Eduard Hoffmann in 1957 for the Haas Type Foundry in Münchenstein, Switzerland. Hoffmann, Haas's director, commissioned Miedinger to draw an updated sans-serif typeface. The result was called Neue Haas Grotesk. In 1961, when Haas's German parent companies, Stempel and Linotype, began marketing the font internationally, its name was changed to Helvetica, derived from Helvetia, the Latin name for Switzerland. Introduced amidst a wave of popularity of Swiss design, and fueled by advertising agencies selling this new design style to their clients, Helvetica quickly appeared in corporate logos, signage for transportation systems, fine art prints, and myriad other uses worldwide. Inclusion of the font in home computer systems such as the Apple Macintosh in 1984 further cemented its ubiquity.

About Gary Hustwit
Gary Hustwit has produced five feature documentaries, including *I Am Trying to Break Your Heart*, the award-winning film about the band Wilco; *Moog*, the documentary about electronic music pioneer Robert Moog; and *Drive Well, Sleep Carefully*, a tour film about the band Death Cab for Cutie. *Helvetica* is Hustwit's directorial debut. Hustwit worked with punk record label SST in the late 1980s, ran the independent book publishing house Incommunicado Press during the 1990s, was vice president of the media web site Salon.com in 2000, and founded the independent DVD label Plexifilm in 2001.

Champaign-Urbana Premiere:
Wednesday, October 10, 2007
Doors open 6:30 pm
Film screening 7:00 pm
Panel discussion 8:30 pm

Parkland Theatre
2400 West Bradley Avenue
Champaign Illinois 61821
$5 donation to benefit
Parkland Art Gallery
Info 217.351.2485
gds.parkland.edu/helvetica

GRAPHIC DESIGN
at Parkland College

Kurt Bielema > Designer > Bio:
My lifelong pursuit of the things that interested me most hit its zenith when I found design. These interests define, more or less, my design sensibilities and style. For fun, I've penned an incomplete list of personal curiosities in rough chronological order (omitting some embarrassing digressions): jigsaw puzzles > lincoln logs > star wars > LEGOs > jr. architect play set > BMX > g.i joe > ninjas > skateboards > air jordans > calculators > freestyle bikes > sketching > motocross > porsche > lamborghini > MTV > painting > electric guitar > distortion > Heavy Metal > sound equipment > album art > the 70s > acoustic guitar > psychedelica > rock posters > mountain bikes > piano > synthesizers > lo fi recording > photography...
I currently run a studio of one working under the name of Single(Stereo)Creative. My projects span the macro (exhibit design) to the micro (web design), or is it the other way around? | www.singlestereo.com | www.mobielema.com

Vanessa Burgett graduated from the University of Illinois with a Bachelor of Arts in professional writing while also earning her degree in graphic design at Parkland College. After trying a few different avenues, she found her way back to the University of Illinois becoming University Housing's first ever full time graphic designer. After making Housing history, Vanessa joined the Krannert Center as a graphic designer continuing to work on print and web communications. For fun, she enjoys volunteering for the local organization CATsNAP and watching bad reality television.

Daniel Goscha teaches graphic design at the University of Illinois at Urbana-Champaign. He received his MFA in graphic design from the University of Illinois at Urbana-Champaign in 2005. His creative work and research deals with applying the principles of design and typography to film making and time-based media. Daniel has been involved in all aspects of documentary and experimental film making from concept, to writing, filming, editing, and post production. He has independently filmed, edited and composited two documentary shorts and has successfully produced numerous promotional and experimental shorts which feature his experience and expertise in motion graphic design and time-based typography. Currently he is in the process of completing work on a longer, feature-length documentary on the life and artistic work of Tom Every, aka Doctor Evermor.

John Havlik received his M.F.A. from Southern Illinois University in 1979. Since that time he has worked as a graphic designer in Chicago, Saint Louis and for the last twenty years in Champaign-Urbana. For the last 18 years, John has worked at the University of Illinois at Urbana-Champaign. Until his retirement in July, John was the Senior Graphic Designer at Krannert Center for the Performing Arts. John is currently a creative director with Precision Graphics in Champaign as well as serving as an adjunct instructor in the Graphic Design Program at Parkland College in Champaign.

Julie Johnson has a broad range of experience in graphic design. She has worked with Chicago 27 designer, Jim Lienhart and as a corporate package designer. She has taught Typography workshops for the State Farm Insurance Company and maintains an active freelance business. Her work has appeared in Graphis, American Corporate Identity and various publications related to corporate branding. Her academic career spans nearly twenty years. Julie is currently an Associate Professor of Graphic Design at Illinois State University. Julie lives in Bloomington with her husband Phil. They have three daughters and a pesky dog.

Anni Poppen: After dancing with chemistry for five years, Anni took a year off and started a band with two others. It was during this time that Anni found herself doing the band logo, T-shirts, CD artwork and web site (all very sweet to look at now). Her friend Geoff said "You know, people do this for a living." Anni said "Really?" And as they say, the rest is history. After getting a graphic design degree at Parkland, Anni founded and ran LMNtal Design for three years. She currently works at Surface 51 where she designs to her heart's content.
> www.surface51.com