



“DESIGN IS ONE,” the Definitive Documentary about Iconic Design team Lella and Massimo Vignelli, to Premiere in Theaters October 11

Media Contact: Julia Pacetti, JMP Verdant, julia@jmpverdant.com, (917) 584-7846

August 13, 2013, New York, NY – First Run Features presents the U.S. theatrical premiere of *Design is One*, the definitive documentary about the legendary and iconic design team of **Lella and Massimo Vignelli**, on October 11 in New York at the IFC Center, followed by a national release to theaters in select cities. In 1965, Massimo Vignelli brought the Helvetica typeface to the U.S., launching the new DNA of modern design. Together with his wife and creative partner Lella, the team designed the New York City subway map, and the everlasting identities of the world’s premiere fashion, design and leisure brands including Knoll, Bloomingdales, Ducati, Fratelli Rosetti, Saks Fifth Avenue, the Ford Motor Company and American Airlines. Luminaries such as **Richard Meier, Peter Eisenman and Milton Glaser, Michael Bierut and Jessica Helfand** all speak to filmmakers Kathy Brew and Roberto Guerra about the Vignelli’s work, from the perspective of being both peers and fans. Most importantly, the film features extensive personal conversations with Lella and Massimo themselves, who reveal for the viewer their intensely collaborative creative process and the inner workings of their deceptively linear genius that has defined contemporary design as we have come to know it.

*Directors Kathy Brew and Roberto Guerra are available for interviews
Lella and Massimo Vignelli available for interviews on a limited basis*

Advance Press Screening
IFC Center, 323 Avenue of the Americas

Tuesday, October 1 at 11:00am

RSVP: rsvp@jmpverdant.com

More about the Film

Italian-born Lella and Massimo Vignelli are among the world’s most influential designers. Throughout their career, their motto has been, “If you can’t find it, design it.” Their achievements in industrial and product design, graphic and publication design, corporate identity programs, architectural graphics, and exhibition, interior and furniture design have earned worldwide respect and international awards for over the 40-year span of their illustrious career.

In 1965 Massimo brought the Helvetica typeface to the U.S. Notable projects include New York's subway signage and maps, the interior of Saint Peter's Church at Citicorp Center, Venini lamps, Heller dinnerware, Poltrona Frau furniture and brand identity programs for Knoll International, Benetton, Bloomingdales, Saks Fifth Avenue, Ford and American Airlines.

Leaders on the frontline of the design profession, the Vignellis continue to blaze the trail for the design world. Their archive is housed in a new building – The Vignelli Center for Design Studies – at the Rochester Institute of Technology, enabling future generations to appreciate the Vignellis' contributions.

Design is One (USA, 2013, 79 min) Directed and Produced by Roberto Guerra and Kathy Brew. Cinematography: Roberto Guerra. Edited by: Roberto Guerra and Kathy Brew. Music composed by: Pauchi Sasaki. Graphic images and support provided by Vignelli Associates. A First Run Features release.

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