



THE CITY OF SAN DIEGO

San Diego Public Library

FOR IMMEDIATE RELEASE
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ITVS Community Cinema preview film screening and discussion of HELVETICA at the San Diego Public Library *The History of a Little-Known Designer's Typeface for the Modern Age*

SAN DIEGO – The San Diego Public Library, in partnership with ITVS, and the Media Arts Center San Diego will host a Community Cinema preview film screening of HELVETICA. Encompassing the worlds of design, advertising, psychology and communication, the film invites viewers to take a second look at the thousands of words they see every day. The FREE screening and discussion will take place at 6:30 p.m. on Wednesday, December 10, in the Central Library auditorium, located on the third floor at 820 E Street in downtown San Diego.

Born in 1957 of Swiss origin, Helvetica was sleek, streamlined and simple, becoming the font that launched a thousand corporate logos—from Minneapolis to Munich. As neutral as the country of its birth, Helvetica was capable of being invested with the aspirations of millions of consumer products, a typeface whose meaning was created in the eye of the beholder.

Director Gary Hustwit set out to answer questions regarding the popularity of this typeface (and its repercussions) and to look at the past 50 years of graphic design in order to make people who aren't in the design trade think about the words that surround them and the effect that typefaces have on the way we process those words. At the same time, he created a fluid discussion with renowned designers about their work, the creative process, and the choices and aesthetics behind their use of type. The film was shot in high-definition on location in the United States, England, the Netherlands, Germany, Switzerland, France and Belgium.

HELVETICA will have its television premiere on Tuesday, January 6, 2009 (check local listings), as part of the seventh season of the Emmy® Award-winning PBS series *Independent Lens*, hosted by Terrence Howard.

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John Meyer, Senior Art Director at San Diego's Matthews | Evans | Albertazzi marketing

communications agency, will facilitate the discussion that directly follows the film.

Learn about other events at the San Diego Public Library's Central Library and 35 branches, find links to numerous additional resources, or search for materials in the Library's catalog online at www.sandiegolibrary.org.

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