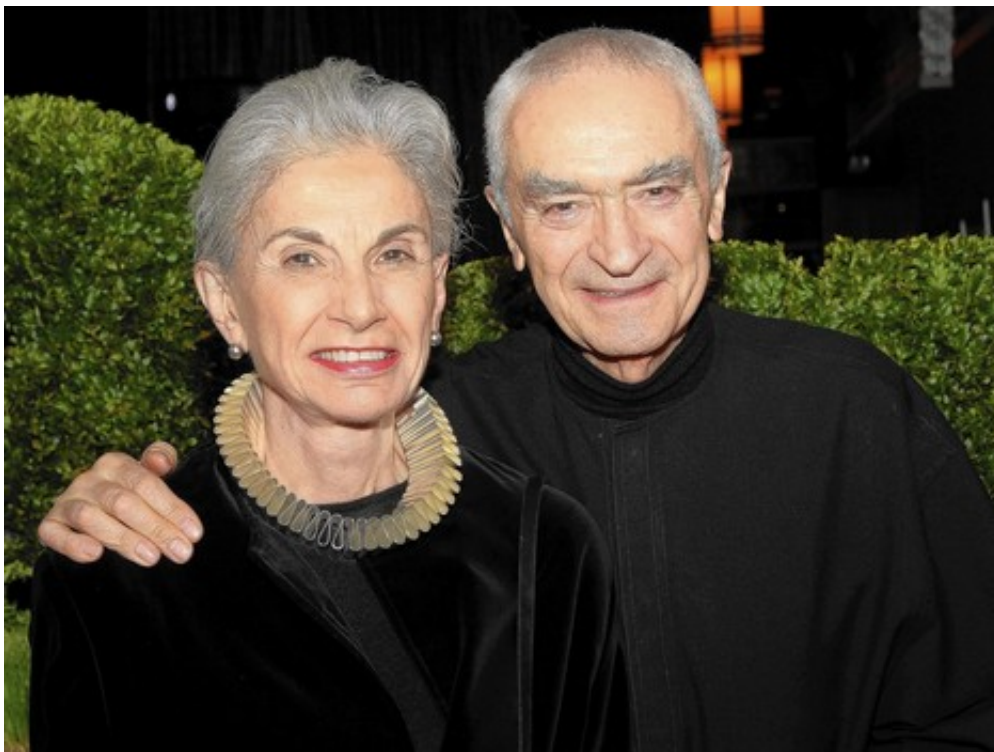


# Two documentaries that must be seen, InRealLife and Design is One

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Lella and Massimo Vignelli, in design  
*Author's collection*

First Run Features will keep you running for their latest releases. Two terrific documentaries being released on December 2 . . . just in time for gift giving!

## ***InRealLIFE***

**A film by Beeban Kidron**

**85 minutes, documentary, color, English, 2014**

*InRealLife* takes us on a journey from the world of Silicon Valley to the bedrooms of British teenagers in order to ask an important question: What exactly is the internet doing to our children? This revealing documentary examines how children are adapting to the technological

world we live in, and how free and open connectivity can have alienating and addictive side-effects, especially on the youngest minds using it. This eye-opening and sometimes shocking documentary delves into the constantly developing relationship between technology and psychology. Featuring a wide range of luminaries from the technosphere including [Julian Assange](#), Nicolas Negroponte, Jimmy Wales, Luis Von Ahn, Sherry Turkle, Nicholas Carr and Maggie Jackson.

***Design is One: Lella & Massimo Vignelli***

**A film by Roberto Guerra & Kathy Brew**

**79 minutes, documentary, color, English, 2013**

They are two of the world's most influential designers. Lella and Massimo Vignelli's work covers such a broad spectrum that one could say they are known by everyone, even by those who don't know their names. Adhering to self-proclaimed motto, "If you can't find it, design it," their achievements in industrial and product design, graphic and publication design, architectural graphics, and interior and furniture design have earned worldwide respect and numerous international awards for more than 40 years.

After Massimo brought the Helvetica typeface to America in 1965, he and Lella moved on to a diverse array of projects, including New York's subway signage and maps, the interior of Saint Peter's Church at Citicorp Center, Venini lamps, Heller dinnerware, furniture for Poltrona Frau, and branding for Knoll International, Bloomingdales, Saks Fifth Avenue, Ford and American Airlines.

Luminaries from the world of design, from architects Richard Meier and Peter Eisenman to graphic designers Milton Glaser, Michael Bierut and Jessica Helfand, bring us into the Vignellis' world, capturing their intelligence and creativity, as well as their humanity, warmth and humor.

**DVD Extras:** 10 Bonus Shorts (never before seen footage of Massimo and Lella) and Photo Gallery

In May 2014, Massimo passed away at the age of 83. Read more about his inspiring life here [nytimes.com/2014/05/28/business/massimo-vignelli-a-modernist-graphic-designer-dies-at-83.html?\\_r=1](http://nytimes.com/2014/05/28/business/massimo-vignelli-a-modernist-graphic-designer-dies-at-83.html?_r=1)

This film won't be released until December 16, but Santa still has lots of time to deliver it . . .

***Levitated Mass***

**A film by Doug Pray**

**89 minutes, documentary, color, English, 2013**

When pioneering land artist Michael Heizer finds the giant boulder he's been searching for since 1968, it sets off an epic struggle to realize one of America's newest and largest public artworks, *Levitated Mass*. The 340-ton rock's journey from a desert quarry to its perch atop Heizer's gigantic, walled slot in the earth at the Los Angeles County Museum of Art attracted international media and challenged the imagination of thousands as it crawled 105 miles

through 22 cities on a football field-length, 206-wheeled trailer.

Directed by Doug Pray, *Levitated Mass* weaves together the dramatic story of a major museum's ambitions, monumental bureaucratic and engineering obstacles, a bewildered and thrilled public, and the reclusive and demanding Heizer himself, whose striking work collides traditions of ancient monoliths with modern conceptual art on a grand scale.

iTunes and DVD Extras: Short Films: [The Rig](#); [The Public Response](#); [The Artwork](#) • [About Michael Heizer](#) • [About LACMA](#) • [About the Filmmakers](#)



## **Alan W. Petrucelli**

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