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## Films about industrial design to add to your summer cue

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If you've ever admired the lines of a car, the look of a new Nike sneaker or the sleek design of an iPhone (or any Apple product), you've been impressed by industrial design: the creation of something that's both beautiful and functional.

Though we may not necessarily know their names, industrial designers affect us in countless ways, as we use their creations in our everyday lives.

Here are some of the best films about industrial design. You'll be captivated by not only their content but by their beauty.

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You'll never look at the world in quite the same way ever again.

! **Abstract series** (Netflix documentaries), particularly:

**Episode 2: "Tinker Hatfield: Footwear Design"** – Tinker Hatfield, who was a track athlete in his college years and went on to study architecture, is best known as the lead footwear designer for Nike (his title is vice president for design and special projects). He created many of the lines iconic shoes, including most of the Air Jordan series and the first cross trainers. He also created the first self-lacing shoes. "A basic design is always functional, but a great one will say something," he says.

**Episode 5: "Ralph Gilles: Automotive Design"** – Growing up the son of Haitian parents in Montreal, Quebec, Ralph Gilles was obsessed with cars. His father wanted him to be an engineer, but he loved to draw. As a teen, he sent a portfolio of his work to Lee Iacocca, who sent back a letter assuring him that he had a future in automobile design. Mr. Gilles eventually found his way and is now the global head of design for Fiat Chrysler. The episode explores his journey to his current position while also following

him as he and his team work on the SM-1 concept car, the company's first electric, self-driving car, designed to appeal to Millennials. "The best designs are emotional forever," he says, while also noting, "I have to try to imagine the future."

! **"Design is One"** – This is a documentary about Lella and Massimo Vignelli, the Italian couple who have designed everything from furniture and dinnerware to lamps and jewelry with elegance and grace. Their branding for Bloomingdale's, Ford, Knoll International, American Airlines and Saks Fifth Avenue is classic. Mr. Vignelli is known for introducing the Helvetica typeface to the U.S. in the mid-60s; when asked to create unified signage for the New York City Transit Authority, he used Helvetica, a typeface he loved. His iconic subway map from the '70s in the Museum of Modern Art. The two are considered among the world's most influential designers.

! **"Objectified"** by Gary Huswit – Everything we use in life – toothbrushes, cell phones, knives and forks – has been designed by someone. This 2009 full-length documentary looks at the designers who artfully create the everyday objects we use. The film is the second of Gary Huswit's Design Trilogy series. (The first was "Helvetica," about the typeface, and the third was "Urbanized," about the design of cities.)

! **"Rams"** by Gary Huswit – Mr. Huswit's newest documentary is about German industrial designer Dieter Rams. Released this year, it's the first feature documentary about the man. Formerly the head of design at Braun, his "less is more" philosophy of design greatly affected the way Apple designed its computers, tablets and phones. Mr. Rams is considered one of the most influential industrial designers of the late 20th century, and many of his designed objects are in the Museum of Modern Art.

With music composed by Brian Eno, "Rams" will have special premiere screenings in cities including New York, Chicago, San Francisco and Seattle this fall. !