

Design is One

Lella & Massimo Vignelli



DESIGN IS ONE: LELLA & MASSIMO VIGNELLI

Directed by Kathy Brew + Roberto Guerra

Review Screener:

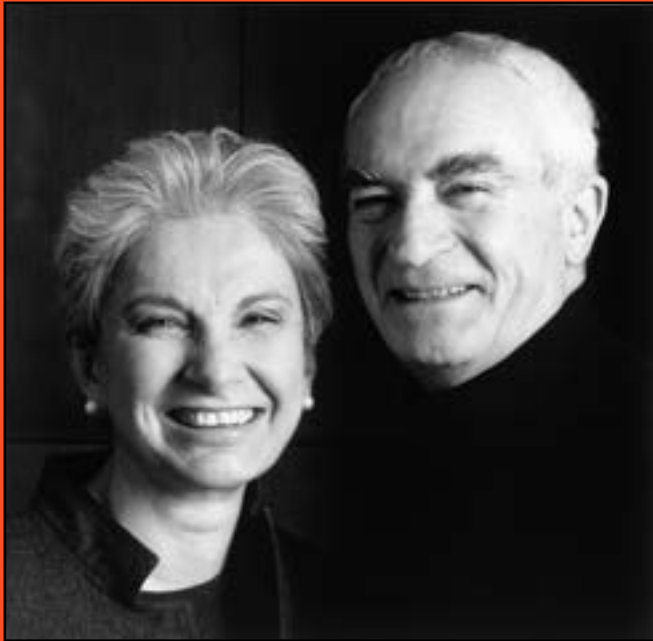
Trailer: <https://vimeo.com/636163371>

Website: www.designisonefilm.com

PRESS RELEASE

Acclaimed Documentary Now Available on Major Digital Streaming Platforms

After years of screening at museums, film festivals, universities, and design organizations around the world, the award-winning documentary *Design Is One: Lella & Massimo Vignelli* is now available for audiences everywhere to rent or purchase through Amazon Prime Video, Google Play, and Apple TV.



Directed by Kathy Brew and Roberto Guerra, *Design Is One* offers an intimate portrait of legendary designers Lella and Massimo Vignelli, whose work helped define modern graphic, product, furniture, exhibition, and corporate design. Their philosophy—“If you can’t find it, design it”—continues to influence generations of designers worldwide.

Rather than presenting a conventional biography, the film follows the Vignellis through their daily lives and creative practice, revealing the remarkable partnership behind some of the most recognizable designs of the twentieth century. Through candid

conversations, archival material, and visits with clients and collaborators, the documentary captures the warmth, humor, rigor, and uncompromising vision that made the Vignellis both celebrated designers and beloved mentors.

Since its premiere, *Design Is One* has screened internationally and has been embraced by museums, architecture and design organizations, universities, and design professionals. Its arrival on major digital platforms now makes the film accessible to students, educators, practicing designers, and anyone interested in the creative process.

Streaming Availability

- Amazon Prime Video
- Google Play
- Apple TV

ABOUT THE FILM

Design Is One is an intimate documentary portrait of Lella and Massimo Vignelli whose work transformed the visual landscape of modern life.

For more than fifty years, the Vignellis approached every commission—from books and furniture to corporate identities, exhibitions, interiors, transportation graphics, and tableware—with the same disciplined belief that good design is timeless, human-centered, and intellectually rigorous.

The film explores not only their extraordinary body of work, but also the creative dialogue that sustained both their marriage and their studio. Their collaboration becomes the film's central story: two equal partners challenging, inspiring, and refining each other's ideas over decades.

Why Watch *Design Is One* in 2026 and Beyond?

Some films become historical documents almost by accident.

When *Design Is One: Lella & Massimo Vignelli* was made, its intention was simple: to capture two extraordinary designers at work and at home, reflecting on a lifetime of ideas, collaborations, and an unwavering commitment to excellence. Lella and Massimo were not looking backward. They remained actively engaged in the present, questioning, debating, designing, and mentoring with the same curiosity and rigor that had defined their careers.

Today, the film offers something even more valuable.

Following the deaths of both Lella and Massimo Vignelli, *Design Is One* has become one of the most complete and intimate opportunities to experience their philosophy in their own words. More than a biography or celebration of iconic work, the film invites viewers into an ongoing conversation about what design is—and what it can be.



The Vignellis believed that good design is not a matter of fashion or style, but of clarity, purpose, intelligence, and responsibility. Their conviction that "if you can design one thing, you can design everything" was never about mastery alone. It reflected a belief that the principles of thoughtful design transcend categories and can shape nearly every aspect of daily life.

Those ideas have lost none of their relevance.

At a moment when designers are grappling with sustainability, information overload, rapidly changing technologies, and the social responsibilities of creative practice, the Vignellis' insistence on timelessness, simplicity, and human-centered thinking feels remarkably contemporary. Their work reminds us that design is not decoration. It is a way of understanding the world.



The film also reveals something less often discussed: the creative partnership between Lella and Massimo. Behind these celebrated public figures was a profound collaboration built on mutual respect, intellectual exchange, humor, and trust. Their dialogue became one of the defining forces behind their work, offering an inspiring model of shared creativity that continues to resonate today.

For longtime admirers, *Design Is One* is an opportunity to spend time once again with two remarkable thinkers whose influence extends far beyond

the objects they created. For younger audiences discovering them for the first time, it offers something increasingly rare: the chance to encounter Lella and Massimo not as historical figures, but as generous teachers, passionate advocates for good design, and deeply human individuals whose ideas continue to challenge and inspire.

For many years, audiences asked where they could watch *Design Is One*. Now, with its release on major streaming platforms, the conversation that Lella and Massimo began decades ago is open once again—to students, designers, educators, and anyone who believes that thoughtful design can improve the way we live.

Some ideas don't age. They simply find new audiences. What audiences discover in *Design Is One* is not simply the history of two legendary designers. They discover the pleasure of spending time with Lella and Massimo Vignelli themselves—listening as they question, argue, laugh, teach, and remind us that good design begins not with style, but with values. That conversation is as vital today as when it was first filmed.



DIRECTORS

Kathy Brew

Kathy Brew is an award-winning filmmaker, curator, photographer, educator, and interdisciplinary artist whose work explores art, design, culture, and social issues. Her documentaries have screened internationally at festivals, museums, and educational institutions. Alongside her filmmaking, she has curated exhibitions and media programs while maintaining an active artistic practice spanning video, photography, and ceramics.

Roberto Guerra

Roberto Guerra was an award-winning filmmaker and cinematographer whose work combined visual elegance with deep humanism. His collaborations with Kathy Brew produced documentaries that continue to engage audiences through their thoughtful portraits of artists, designers, and communities.

ABOUT THE VIGNELLIS

Lella and Massimo Vignelli were among the most influential designers of the twentieth century. Working across disciplines including graphic design, furniture, interiors, exhibition design, architecture, product design, and corporate identity, they believed that the principles of good design transcend categories.

Their work for organizations including Knoll, American Airlines, the National Park Service, Bloomingdale's, Ford, IBM, and the New York City Subway became landmarks of modern visual culture.

Their legacy continues through the Vignelli Center for Design Studies and through countless designers influenced by their philosophy.



SELECTED PRAISE

"LINEAR GENIUS, BOLD AND TRANSFORMATIVE. This smart, information-rich film includes perceptive visual details...and is enlivened by the charm of the intelligent, eccentric couple at its heart." - The New York Times

"The joyously symbiotic First Couple of modern design is featured in this sprightly, informative doc which may very well change the way city folk see everything around them." - Film Journal

"An affectionate documentary guided by the same principles championed by its subjects, Design Is One: Lella & Massimo Vignelli takes an efficient, minimalist approach to portraying the careers of the Vignellis, two of the world's most influential and important designers." - The Dissolve

"To leave an indelible impact on a whole nation of people is an accomplishment perhaps no other husband and wife team can claim... the film capture(s) the often humorous and always insightful wisdom of design's first couple." - Dwell

"...an intimate documentary about the legendary designers who have visualized everything from watches to iconic corporate branding (American Airlines, Bloomingdale's, Ford) to a New York City transit-system map lauded for its clarity but criticized for its abstraction when it was in use during the 1970s (the map has recently been reintroduced to show weekend service changes)."

- Architectural Record

FESTIVALS & SCREENINGS

Selected highlights:

International film festivals: Architecture & Design Film Festival, NY, NY (World Premiere, opening night film); Biografilm Festival, Bologna, Italy; A Design Film Festival, Singapore; Atlantic Film Festival, Halifax, Nova Scotia, Canada; Urban Nomad Film Festival,



Taipei, Taiwan; Jameson Dublin International Film Festival Dublin, Ireland; Movies on Design Festival, Bangkok, Thailand; Milano Design Film Festival, Milan, Italy; International Festival of Films on Art, Montréal, Canada; CINEDESIGN Festival, Florianopolis, Brazil; Beirut Art Film Festival, Beirut, Lebanon; Milano Design Film Festival, Shanghai, China; ArteCinema, Naples, Italy

Museum screenings: Magazzino Italian Art, Cold Spring, New York; Museum of Fine Arts, Boston, MA; Denver Art Museum, Denver, CO; Yerba Buena Film Institute, San Francisco, CA; Museu de Arte Moderna do Rio de Janeiro, Rio, Brazil. **Architecture and design organizations:** Dutch Design Week, Eindhoven and Amsterdam, The

Netherlands; Honolulu Design Center, Honolulu, Hawaii; Experimenta Design Biennial, Lisbon, Portugal; BUILD, Belfast, Northern Ireland; AIGA Design Educators Conference Cincinnati, OH; Design Assembly, Auckland, New Zealand; Beirut Design Week, Beirut, Lebanon; Beijing Design Week, Beijing, China; Design Friends, Luxembourg, Luxembourg; Boston Society of Architects, Boston, MA; Arkitera Architecture Center, Istanbul, Turkey; Design Agora, Porto, Portugal; Magazzino Delle Idee, Trieste, Italy; Zagreb Design Week, Zagreb, Croatia; Circolo del Design, Torino, Italy

Universities and design schools: Savannah College of Art & Design, Atlanta, Georgia; Monash University, Melbourne, Australia; Maryland Institute College of Art, Baltimore, MD; Brigham Young University Provo, UT; California College of the Arts San Francisco, CA; Stanford University, Stanford, CA; Fashion Institute of Technology, NYC, NY; School of Architecture, Design and Urban Planning, Montevideo, Uruguay; Peruvian University of Applied Sciences, Lima, Peru; Vignelli Center for Design, Rochester Institute of Technology, Rochester, NY

Broadcasts: Spain, Canal+ Xtra; The Netherlands, AVRO Close Up; Sweden, SVT; Singapore Airlines; AARP Movie for Grownups, live streaming, Eventive platform; Special programs and retrospectives: IFC Center, NYC, NY (theatrical release); Salone del Mobile, Milan, Italy; Bíó Paradís, Reykjavík, Iceland; Centro de la Imagen, Lima, Peru; Italian Cultural Institute, NYC, NY; Salt Beyoğlu, Istanbul, Turkey;

MEDIA CONTACT

Kathy Brew, Director / Producer

[Email](#)

[Website](#)

STREAMING LINKS

[Amazon Prime](#)

[Apple TV](#)

[Google Play](#)



Photo: John Madere

