



**FOR IMMEDIATE RELEASE**

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**2009 HAWAII INTERNATIONAL FILM FESTIVAL PROUDLY CELEBRATES**

**ART + DESIGN FILMS**

***Sponsored by AIGA Honolulu and Electric Pencil***

HONOLULU, HI (October 16, 2009) – The 29th annual Hawaii International Film Festival (HIFF) is pleased to spotlight films that focus on the creative industries, including the history of advertising and how we see the world through branding and iconography, in its ART + DESIGN showcase. Sponsored by AIGA Honolulu and Electric Pencil, these special film selections will highlight the creativity behind art and design.

This year, HIFF features four Hawaii premieres that offer a rich appreciation of the world of advertising, graphic design, and industrial design. ART & COPY is a powerful new film that explores the writers and artists responsible for unforgettable advertising campaigns such as “Got Milk,” “Just Do It,” and “Where’s The Beef?” MILTON GLASER: TO INFORM AND DELIGHT is the artfully directed documentary about the man best known for co-founding New York Magazine and the enduring “I Love NY” campaign.

Like HELVETICA (HIFF-2008), a documentary about typography, DIED YOUNG STAYED PRETTY is shot in a raw, uncontrolled, non-traditional style and takes a distinct and interesting look at an obscure form of graphic design and visual culture focusing on the art of the indie rock poster community. Filmmaker Eileen Yaghoobian will be in attendance for her screenings of DIED YOUNG STAYED PRETTY. From producer/director Gary Hustwit comes OBJECTIFIED, an independent documentary about industrial design. The film examines the people who re-examine,

re-evaluate and re-invent our manufactured environment on a daily basis through verite footage and in-depth conversations.

Over 170 films from 36 different countries will be featured at this year's festival. HIFF's 2009 program is being held at the Regal Dole Cannery Stadium 18 Theaters from October 15–25. Tickets are on sale now. General admission tickets are available for \$10 or \$9 for students, seniors, children and military. Tickets may be purchased in person at HIFF's box office at 650 Iwilei Road #101 across from Regal Dole Cannery Stadium 18 Theaters or by phone at (808) 548-5905. The film guide is available now online at [www.hiff.org](http://www.hiff.org). For more information please visit us at [www.hiff.org](http://www.hiff.org).

**FILM SYNOPSES: (All screening times subject to change)**

**(MY HIFF: Indicates Other Films Viewers Might Like)**

**ART & COPY**

Art + Design

Hawaii Premiere

ART + COPY is a powerful new film about advertising and inspiration. Directed by Doug Pray, it reveals the work and wisdom of some of the most influential advertising creatives of our time - people who've profoundly impacted our culture, yet are virtually unknown outside their industry. Exploding forth from advertising's "creative revolution" of the 1960s, these artists and writers all brought a surprisingly rebellious spirit to their work in a business more often associated with mediocrity or manipulation. This screening is sponsored by AIGA Honolulu and Electric Pencil.

**United States 2009 | 88M**

**Director:** Doug Pray

**Producer:** Jimmy Greenway, Michael Nadeau

**Featuring:** Lee Clow, Jim Durfee, Cliff Freeman, Jeff Goodby, David Kennedy

22-Oct          7:00 PM          Dole

23-Oct          3:00 PM          Dole

**MY HIFF:** OBJECTIFIED / VISUAL ACOUSTICS

## **MILTON GLASER: TO INFORM AND DELIGHT**

Art + Design

Hawaii Premiere

From newspapers and magazine designs, to interior spaces, logos, and brand identities, to his celebrated prints, drawings, posters and paintings, this documentary offers audiences a rich appreciation of one of the great modern renaissance men. Artfully directed by first time filmmaker Wendy Keys, the film glances into everyday moments of Milton Glaser's personal life and captures his immense warmth, humanity and the boundless depth of his intelligence and creativity. This screening is sponsored by AIGA Honolulu and Electric Pencil.

**United States 2009 | 73M**

**Director:** Wendy Keys

**Featuring:** Milton Glaser, Katrina vanden Heuvel, Shirley Glaser

17-Oct          8:30 PM          Dole

20-Oct          11:30 AM          Dole

**MY HIFF:** OBJECTIFIED / ART & COPY

## **DIED YOUNG STAYED PRETTY**

Art + Design

Hawaii Premiere

Rebellious, ironic, vulgar and, at times, a bit demented. Welcome to the underground world of the rock poster graphic artist, a renegade outcast who knows the value of octopus imagery and 70s porn. Inspired by a personal tragedy, Director Eileen Yaghoobian's raw, uncontrollable documentary mirrors the visual rant of its subject, showing why the waning world of rock poster art is more than just an advertising tool of the music industry. This screening is sponsored by AIGA Honolulu and Electric Pencil.

**Canada 2008 | 95M**

**Director:** Eileen Yaghoobian

**Featuring:** Rob Jones, Ames Brothers, Jay Ryan

23-Oct          8:30 PM          Dole

24-Oct          9:00 PM          Dole

**MY HIFF: ART + COPY / ROCKSTEADY**

## **OBJECTIFIED**

Art + Design

Hawaii Premiere

OBJECTIFIED is a feature-length independent documentary about industrial design. It is a look at the creativity at work behind everything from toothbrushes to tech gadgets. The film documents the creative processes of some of the world's most influential designers, and looks at how the things they make impact our lives. What can we learn about who we are, and who we want to be, from the objects with which we surround ourselves? This screening is sponsored by AIGA Honolulu and Electric Pencil.

**United States 2009 | English, French, Dutch, Japanese | 75M**

**Director:** Gary Hustwit

**Featuring:** Paola Antonelli, Chris Bangle, Andrew Blauvelt, Erwan Bouroullec

21-Oct            6:15 PM            Dole

23-Oct            1:00 PM            Dole

**MY HIFF:** VISUAL ACOUSTICS / DIED YOUNG, STAYED PRETTY

### **Festival Information**

Established in 1981, the Hawaii International Film Festival is dedicated to the advancement of understanding and cultural exchange among the peoples of Asia, the Pacific and North America through the medium of film. HIFF is the premier international film event in the Pacific and has won the praise of governments, filmmakers, scholars, educators, programmers and film industry leaders throughout the world. For the discovery and exhibition of Asian and Pacific features, documentaries and short films in the nation, it is a primary source. The festival has premiered such movies as ONCE WERE WARRIORS, THE PIANO, SHINE, SHALL WE DANCE, Y TU MAMA TAMBIEN and CROUCHING TIGER, HIDDEN DRAGON. Plus, DEPARTURES, a Japanese film, had its U.S. premiere at HIFF in 2008, won the HIFF Audience Award and then went on to win the 2009 Academy Award for Best Foreign Language Film.

HIFF's major sponsors include: Regal Entertainment Group, Starwood Hotels & Resorts Hawaii, Halekulani, Hawaii Tourism Authority and The VILCEK Foundation.

The 2009 Hawaii International Film Festival will be held October 15-25. Images of the films can be downloaded at

<http://picasaweb.google.com/hiff2009images/2009FallFilmImages?authkey=Gv1sRgCOjSudrp5ob2iwE&feat=directlink>. For more information please visit our website at [www.hiff.org](http://www.hiff.org).

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