

# take notice

Gary Hustwit is a film director and producer. He has made several documentaries, the latest being 'Helvetica'. A feature length film about the typeface, typography in general and graphic design. The film features interviews with Wim Crouwel, Erik Spiekermann, Matthew Carter and Experimental Jetset, to name a few.



Gary Hustwit wanted 'Helvetica' to not only inform about the typeface, but also to reflect the designers relating to Helvetica, their personalities and their sense of humor. This makes it much more interesting to watch. The film also grabs a wide audience, because it's not just for hardcore designers, but not completely for neophytes either. Throughout the film the makers try to stay close to that "middle line".

'Helvetica' is a great success and also went in the top 10 list of documentary films on iTunes.

Hustwit's currently working on a documentary about industrial design, called 'Objectified'. The film will shine light on everyday things that people tend to forget about. Almost nobody thinks about the fact that somebody designed or invented those simple but effective objects.

The awesome logo of 'Objectified' is created by British graphic designer Michael Place. It is made out of silhouettes of actual objects, such as toothbrushes and sunglasses. The logo is also being printed on T-shirts.



In both 'Helvetica' and 'Objectified' (and also 'Moog') Gary Hustwit chooses something unnoticed or overlooked and starts digging for background information. The history of the object, the designers, the effect on the world, and everything else included.

His aim is for people to start taking notice of these almost invisible things. He hopes for the viewers to change their way of thinking.

Gary Hustwit is also co-founder of Plexifilm, an independent DVD label and film production company. They try to run it like an independent record label. Gary should know how, after years of experience working with SST records (Black Flag, Minute Men, etc.). But hearing the music in 'Helvetica' I can't imagine he worked with a punk rock label.

