



SYNOPSIS Narrated by Dustin Hoffman, VISUAL ACOUSTICS celebrates the life and career of Julius Shulman, the world's greatest architectural photographer, whose images brought modern architecture to the American mainstream. Shulman captured the work of nearly every major modern and progressive architect since the 1930s including Frank Lloyd Wright, Richard Neutra, John Lautner, and Frank Gehry. His images epitomized the singular beauty of Southern California's modernist movement. This unique film is both a testament to the evolution of modern architecture and a joyful portrait of the magnetic, whip-smart gentleman who chronicled it with his unforgettable images.

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VISUAL ACOUSTICS: THE MODERNISM OF JULIUS SHULMAN

A visually intoxicating profile of the world's greatest architectural photographer

- Following wins at festivals including the Palm Springs, Austin, and Newport Beach Film Festivals, VISUAL ACOUSTICS premiered in theaters in LA and NY in October 2009, and will have its broadcast premiere on the Sundance Channel.
- Narrated by Dustin Hoffman, the film features interviews with Frank Gehry, Tom Ford, Ed Ruscha, Kelly Lynch, Dante Spinotti, Mitch Glazer and others.
- The architecture Shulman brought to mainstream America's attention remains some of the most popular in terms of photography books and destinations for visitors, including the work of Frank Lloyd Wright, Richard Neutra, John Lautner and Frank Gehry.
- Ads in *Dwell* magazine (300K circ.); grassroots marketing outreach will target fans of Shulman and the architects he photographed through promotions with organizations such as the International Center for Photography, American Institute of Architecture and Architecture for Humanity.
- PR campaign will include outreach to architecture, photography and LA media, as well as top-tier press leveraging access to Dustin Hoffman; event screening with LA Conservancy at American Cinematheque in LA on May 12th.

PRODUCT INFORMATION

DVD FEATURES: Audio commentary with the director, deleted scenes.

SRP: \$29.95 U.S.
FORMAT: DVD Single
PACKAGING: Single Amaray
LENGTH: Approx. 83 mins + extras
GENRE: Documentary/Arts
YEAR: 2009

LANGUAGE: English
COLOR: Color
WIDESCREEN: Yes
AUDIO FORMAT: Stereo
UNITS PER CARTON: 30

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