

SYNOPSIS For many, Milton Glaser is the personification of American graphic design. Best known for co-founding *New York Magazine* and the enduring I ♥ NY campaign, the full breadth of Glaser's remarkable artistic output is revealed in this documentary portrait. From newspapers and magazine designs to interior spaces, logos and brand identities, to his celebrated prints, drawings, posters and paintings, the documentary offers audiences a much richer appreciation for one of the great modern renaissance men. Artfully directed, the film glances into everyday moments of Glaser's personal life and capture his immense warmth, humanity and the boundless depth of his intelligence and creativity.

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NEW RELEASE: ARTHOUSE FILMS

MILTON GLASER: TO INFORM AND DELIGHT

An intimate portrait of the Godfather of Graphic Design

- Following a limited theatrical release in 2009, the film premiered on the Sundance Channel in October 2009.
- Milton Glaser is one of the most beloved designers alive today, and a well-known champion of the arts, creating legendary *New York Magazine* covers, Brooklyn Brewery beer labels, posters, building interiors, logos and brands, including the I ♥ NY campaign.
- Glaser's books are considered bibles of the design world, and include *The Design of Dissent*, *Art Is Work*, *Drawing Is Thinking* (released April 2009) and *Milton Glaser: Graphic Design* (re-released in paperback October 2009).
- Grassroots marketing outreach will target design fans, including outreach to AIGA, SVA (where Glaser is acting chair) and similar organizations.
- PR campaign will include outreach to design, art, New York and Jewish interest sites and publications for reviews, interviews and promotional giveaways.

PRODUCT INFORMATION

DVD FEATURES: Panel discussions; interview with the filmmaker

SRP: \$29.95 U.S.

FORMAT: Single

PACKAGING: Single Amaray

LENGTH: Approx. 73 mins + extras

GENRE: Documentary/Arts

YEAR: 2009

LANGUAGE: English

COLOR: Color

WIDESCREEN: Yes

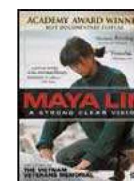
AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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