



\* Artwork not final

**SYNOPSIS** *Urbanized* is a feature-length documentary about the design of cities that looks at the issues and strategies behind urban design and features some of the world's foremost architects, planners, policymakers, builders, and thinkers. Over half the world's population now lives in an urban area, and 75% will call a city home by 2050. But while some cities are experiencing explosive growth, others are shrinking. The challenges of balancing housing, mobility, public space, civic engagement, economic development and environmental policy are fast becoming universal concerns. Yet much of the dialogue on these issues is disconnected from the public domain.

## URBANIZED Blu-ray and DVD

*The highly anticipated follow-up to design films Helvetica and Objectified*

- Premiered at the Toronto International Film Festival to rave reviews, followed by a theatrical run in 30-40 major markets beginning in October 2011.
- Broadcast premiere on PBS's *Independent Lens* in Fall 2012.
- After his examination of font and product design, a look at cities completes Gary Hustwit's design trilogy, which includes:
  - *Helvetica*: 88% on Rotten Tomatoes; 2008 Spirit Awards nominee; Official Selection at SXSW, Silverdocs, Hot Docs and Full Frame.
  - *Objectified*: 73% on Rotten Tomatoes; "Witty, engaging and exquisitely crafted."  
(*Variety*)
- High-definition Blu-Ray edition to showcase breathtaking shots of beloved urban landscapes.
- PR and marketing outreach to:
  - Architectural/design publications and organizations (AIA, AIGA, *Architectural Digest*, *Metropolis*)
  - Social media outreach to Hustwit's considerable fanbase (16K+ Facebook fans from *Helvetica* and *Objectified*)

## DVD SINGLE PRODUCT INFORMATION

**DVD FEATURES: TK**

**SRP: \$24.95 U.S.**  
**FORMAT: DVD Single**  
**PACKAGING: Single Amaray**  
**LENGTH: Approx. 82 mins + extras**  
**GENRE: Documentary**  
**YEAR: 2011**

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

## BD PRODUCT INFORMATION

**DVD FEATURES: TK**

**SRP:** \$34.95 U.S.  
**FORMAT:** BD Single  
**PACKAGING:** Single BD package  
**LENGTH:** Approx. 82 mins + extras  
**GENRE:** Documentary  
**YEAR:** 2011

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

TRAILER: [http://www.youtube.com/watch?v=6jpN8kl0-pY&feature=player\\_embedded](http://www.youtube.com/watch?v=6jpN8kl0-pY&feature=player_embedded)