

INTERNATIONAL TOUR | 2004

DESIGN FILMS

research : collect : present

info@designfilms.org

CELEBRATING THE ART OF FILM TITLES

a new art Exploring the complex relationships between title sequences and the movies they adorn, the six educational programs developed by DESIGN FILMS explore how this unique art form has evolved over the years, revealing the creative strategies behind some of the most dramatic and engaging passages in the history of cinema.

the programs

OPENERS: 12 THEN 12 NOW

60 minutes without presentation | \$500 honorarium (\$250 per additional showings)

110 minutes with presentation by David Peters or Ken Coupland | \$1000 honorarium plus travel reimbursal

12 THEN 12 NOW consists of 24 international title sequences, contrasting work from the 1960s—the golden age of title design—with outstanding work from the last three years. This program includes sequences by Saul Bass, Maurice Binder, Pablo Ferro, Imaginary Forces, Picture Mill, and many others.

FOR OPENERS: THE ART OF FILM TITLES

Offered in three program formats:

TITLES THEN (1950–1980) | **TITLES NOW** (1980–1999) | **TITLES HIGHLIGHTS** (1950–1999)

120 minutes each, with a presentation by David Peters and/or Ken Coupland

\$1000 honorarium (\$500 per additional presentation) plus travel reimbursal

FOR OPENERS surveys the history of the modern film title and debuted at the Film Society of Lincoln Center in New York City. TITLES THEN and TITLES NOW consist of 50 title sequences and cover half a century of creative achievements in two 120-minute sessions. Alternatively, the TITLES HIGHLIGHTS program can be enjoyed in a single 120-minute session. All programs require at least one live presenter.

FROM PSYCHO TO BULLITT: FILM TITLES IN THE 60s

120 minutes with presentation by David Peters and/or Ken Coupland | \$1000 honorarium plus travel reimbursal

80 minutes without presentation | \$500 honorarium per showing (\$250 per additional showings)

Celebrating the golden age of film title design, a tumultuous decade which saw seminal talents like Saul Bass, Maurice Binder, and Pablo Ferro do their most iconic work, FROM PSYCHO TO BULLITT features 21 outstanding title sequences, supported by a spoken commentary. The program premiered in New York City at RESFEST 2001, a touring showcase for digital filmmaking.

TYPECAST: THE ART OF TYPOGRAPHIC FILM TITLES

50 minutes without presentation | \$500 honorarium per showing (\$250 per additional showings)

80 minutes with presentation by David Peters | \$1000 honorarium plus travel reimbursal

A grand tour through the most typographic title sequences in modern film history. Clips from more than a dozen titles created over the last 40 years are brought together for the first time. Focused on the typographic interpretation of credits, these sequences include such classic titles as Pablo Ferro's Dr. Strangelove (1963) and Kyle Cooper's The Island of Dr. Moreau (1996).

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presentation requirements

All programs can be delivered on BETA SP tape and thus require a superior NTSC video projector. 12 THEN 12 NOW and FROM PSYCHO TO BULLITT are also available in DigiBETA format, which we highly recommend for its superior technical quality. Most presentations require at least one live presenter (to be determined by availability), payment of an honorarium, plus reimbursement for local lodging and travel from the San Francisco Bay Area.

promotion

Promotion art, press samples, and other materials can be provided by request. We require approval of all copy and materials representing the event that are developed by the sponsor. If not satisfied, we will insist that it be redone, or we may choose to provide our own design.

Because title design is of particular interest to graphic designers, filmmakers and students, promotion for the event should include contacting the local chapter of the American Institute of Graphic Arts (AIGA), or graphic design/advertising association, as well as schools in the vicinity that offer design and film courses.

event booking

Please contact David Peters or Ken Coupland to plan presentations through the winter of 2003.

David Peters 415-252-7972 | david@exbrook.com

Ken Coupland 510-547-8625 | kcoupland@aol.com

about the organizers

DAVID PETERS is the founder and director of DESIGN FILMS. He has researched thousands of films to create an extensive collection of title sequences and short films on design that span the history of cinema. His pioneering work in media history was recognized by a grant from the National Endowment for the Arts in 1994. In addition to his work in media aesthetics, David is principal and design strategist for the communication design firm EXBROOK.

KEN COUPLAND writes about art, architecture, photography, and interior and graphic design for an international roster of publications. A contributing editor for Graphis magazine and Graphis Books, he is a regular contributor to Metropolis magazine. He has written and designed various Web-based works of fiction, written and edited several books on Web graphics, and has curated exhibitions devoted to digital art and design.

DAV RAUCH is a film title and motion graphics designer at The Orphanage. His film title work has screened at the Sundance Film Festival, the Berlin Film Festival, and South By Southwest. He has also taught motion graphics design at CCA in San Francisco, the American Film Institute, and the University of Performing and Visual Arts, Prague, Czech Republic.

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