



FOR IMMEDIATE RELEASE

ARCHITECTURE & DESIGN FILM FESTIVAL ANNOUNCED

Tribeca Cinemas Selected as Venue for Nation's Largest Design Film Festival from October 14 – 17, 2010

New York, NY [August 27, 2010] – The nation's largest film festival celebrating the creative spirit behind some of the world's most remarkable architecture and design will premiere at New York City's celebrated Tribeca Cinemas from October 14 - 17, 2010.

"While such festivals are fairly common in Europe," explained Kyle Bergman, architect and festival co-director along with Laura Cardello, "this will be the first of its kind in the U.S. The four-day festival with over 30 films should appeal not just to architects and others in the design field, but to design enthusiasts, as well."

The festival's line-up runs the gamut from feature-length films to seldom-screened documentaries and prize-winning but often overlooked gem-like shorts. They profile visionary architects past and present probe topical issues about urbanism and sustainability, and showcase iconic buildings and products.

The film roster includes a fascinating new documentary about Ant Farm, the renegade, mordantly funny, deeply subversive 1970s architecture collective best known for its iconic land-art piece, *Cadillac Ranch*.

Citizen Architect: Samuel Mockbee and the Spirit of the Rural Studio, another documentary offering, chronicles the late American artist, architect, educator, and founder of one of the most prolific, inspirational design-build outreach programs ever established.

Also screened will be a new film, *Contemporary Days*, about Robin and Lucienne Day, described as the Charles and Ray Eames of England. This couple transformed British design after World War II with striking furniture and textiles.

"We aim to give audiences a look at the inner workings of the design process, an up-close-and-personal view of how architects and designers think, work, and create," Bergman elaborated. "We're including conversations with several of the filmmakers,

along with prominent architects and noted designers. We're thrilled by the level of interest and participation."

The full listing of films and film programs will be announced mid-September on **www.adfilmfest.com**. Tickets will be available on the Festival website beginning September 27, 2010.

Admission to the films is \$12, \$10 for AIA members. The festival bar/lounge will be open to the public for the entire event.

CONTACT:

Kyle Bergman

Founder and Festival Director

kyle@adfilmfest.com

917-374-7099

Laura Cardello

Festival Director

Laura.adff@gmail.com

212-579-3850

Tribeca Cinemas, 54 Varick Street (corner of Laight) New York, NY 10013