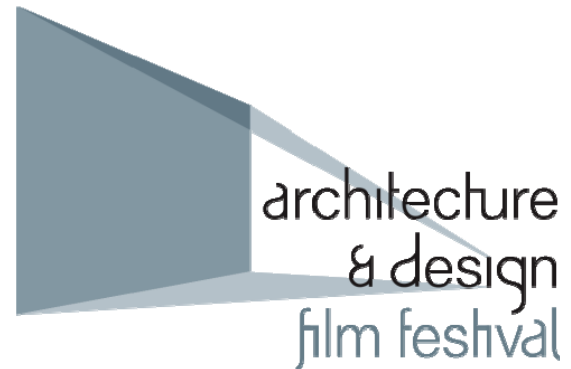


For Immediate Release:

The Architecture and Design Film Festival
To present programming at
The Architectural Digest Home Design Show
March 19 & 21, 2010



October 14 – 17, 2010
www.adfilmfest.com

The Architecture & Design Film Festival will present an evening of films at 5:30 – 7pm on Friday, March 19, 2010 and will host a panel discussion on Sunday, March 21, 2010 at 4pm. Both events will be part of the Architectural Digest Home Design Show taking place at Pier 94 on Manhattan's west side, March 18th – 21st, 2010.

An Evening of Films on Architecture and Design
Friday March 19th at 5:30 – 7pm
Films to be shown:

Six Pound Chair (5 minutes, 2004); Director - Eames Demetrios

Eames Demetrios believes that design, as well as art and film, is a catalyst for people to better explore the world around them and better understand themselves. By examining Emeco and Frank Gehry's SuperLight chair, the *Six Pound Chair* emphasizes the importance of design as a process of discovery.

An American Synagogue: Frank Lloyd Wright, Mortimer Cohen and The Making of Beth Sholom (24 minutes, 2009); Director - James Sanders

An American Synagogue explores the history of the only synagogue designed by the legendary architect Frank Lloyd Wright. Located in Elkins Park, PA, Beth Sholom is a National Historic Landmark which celebrated its 50th anniversary in 2009. The film tells the remarkable story of this structure, which arose through the fruitful relationship between Frank Lloyd Wright -- then in his eighties and at the peak of his fame as America's most prominent architect -- and the synagogue's charismatic leader, Rabbi Mortimer Cohen. The film draws on a wealth of visual materials, including original architectural drawings and construction stills, as well as evocative period footage.

Calatrava: God Does Not Throw Dice (58 minutes, 2000); Director - Catherine Adda

Catherine Adda approaches the ideas of Santiago Calatrava with rigor and preciseness, filming up close his thoughts, associations and the basic concepts that inspired this world renowned architect and engineer from Valencia. It is a wonderful lesson in which they both draw parts of the human

body that soon take on the form of bridges with shapes like harps, airports, stations, movie theaters or the Olympic Tower of Barcelona. The film is an expression about public spaces as well as about light, shadows, water and movement. Furthermore, Calatrava reveals himself as a rigorous narrator, even somewhat penetrating, who clearly knows how to throw the dice.

Sunday, March 21st from 4 – 5pm

A panel discussion: *Architecture & Film: from Sketches to Celluloid*

Speakers: Ultan Guilfoyle – Filmmaker/Producer

Ultan Guilfoyle is an award-winning producer, director and writer whose films have appeared on HBO, Bravo and PBS in the United States. Working with the late director Sydney Pollack, Guilfoyle's film *Sketches of Frank Gehry*, was an Official Selection of the Cannes Film Festival. His Eight Short Films on Frank Gehry opened in Hong Kong in May 2009. In 1998, Guilfoyle was invited to curate the landmark exhibition *The Art of the Motorcycle* at the Guggenheim Museum.

James Sanders – Filmmaker/Architect

Architect James Sanders co-wrote the Emmy Award-winning, eight-part PBS series "New York: A Documentary Film," and its companion volume, *New York: An Illustrated History*; he is also the author of the landmark study of the city and film, *Celluloid Skyline: New York and the Movies*. Mr. Sanders has written for the *New York Times*, the *Los Angeles Times*, *Vanity Fair* and *Architectural Record*, and his firm, James Sanders + Associates, has been responsible for several major architecture and urban design projects in and around the city. He recently wrote and co-directed a new film, "An American Synagogue: Frank Lloyd Wright, Mortimer Cohen and The Making of Beth Shalom."

Tomas Rossant - Polshek Partnership Architects

Tomas Rossant is a Design Partner in Polshek Partnership. Mr. Rossant joined Polshek Partnership in 1994 and became Partner in 2006. Mr. Rossant is past-President of the Fine Arts Federation of New York, a not-for-profit public art and architecture advocacy organization and currently serves as its Honorary Vice President. He sits on the board of Design On Screen, a not-for-profit organization dedicated to funding and producing documentary films on design and design culture.

Moderator - Kyle Bergman:

Architect Kyle Bergman is the Architecture and Design Film Festival's founder and director. He has always recognized the strong connection between film and Architecture and sees the festival as an opportunity to educate, entertain and engage all people who are passionate about architecture and design.

Tickets to both events are included with entry to the AD Home Show – for more information for the AD home Show visit: <http://www.archdigesthomeshow.com/>

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