



## Film Event to Explore How Design Impacts Our Lives

*Film Streams, design alliance OMAha and Omaha Creative Institute present a collaborative screening of OBJECTIFIED, a new documentary featuring some of the world's most influential product designers*

**Omaha, Nebraska (Wednesday, December 2, 2009)**—With his 2007 film *HELVETICA*, filmmaker Gary Hustwit explored the proliferation of the world's most ubiquitous font as part of a larger conversation about the way typography and graphic design affect our lives. Now, with the second part of his planned "design trilogy," Hustwit looks at the creative processes of the world's most influential product designers and asks what the objects we purchase say about ourselves.

On **Thursday, December 17, at 7 p.m.**, Film Streams, design alliance OMAha (daOMA) and Omaha Creative Institute will present a special collaborative screening of **OBJECTIFIED**. Following the film will be a post-show panel discussion on design and its relationship to our cities, workplace, home and culture.

The screening and panel discussion will take place at Film Streams' Ruth Sokolof Theater, located at the corner of 14th and Webster within the Saddle Creek Records complex in downtown Omaha. The collaboration is part of Film Streams' Community Development Program, which facilitates partnerships with other nonprofits and community groups on film-related events that speak to their missions and programming.

**OBJECTIFIED** received its world premiere at the SxSW Film Festival in March 2009, and is currently screening at film festivals, cinemas and special events worldwide. A feature-length documentary about our complex relationship with manufactured objects (and by extension the people who design them), **OBJECTIFIED** explores the creativity behind everything from toothbrushes to tech gadgets. It's about the designers who re-examine, re-evaluate, and re-invent our manufactured environment on a daily basis, and about personal expression, identity, consumerism and sustainability.

Tickets for the **OBJECTIFIED** screening (7 p.m.) and panel discussion are on sale now at the box office inside Film Streams' Ruth Sokolof Theater (14th and Webster) and online at [www.filmstreams.org](http://www.filmstreams.org). Tickets are \$8 general admission; \$6 for seniors, students, teachers, daOMA members and Omaha Creative Institute Members; and \$4 for Film Streams Members.

For more information, please contact Casey Logan by phone at (402) 933-0259 x 11 or email at [casey@filmstreams.org](mailto:casey@filmstreams.org).

---

More information about daOMA, Omaha Creative Institute, and Film Streams on the following page.



design alliance OMAha (daOMA) is about design in all forms and the education and community that perpetuate it. This is accomplished by fostering a continuing and challenging public discourse on the design disciplines and their relationship to our cities, workplace, home and culture.

For more information, visit [www.designallianceomaha.org](http://www.designallianceomaha.org).



Omaha Creative Institute, an initiative of Hot Shops Art Foundation, broadly fosters creative capital in youth, degree-seeking students, and adults through both curriculum and experientially based measures propelling Omaha forward as a cultural force.

For more information, visit [www.omahacreativeinstitute.org](http://www.omahacreativeinstitute.org).



Film Streams is a 501(c)3 nonprofit organization dedicated to enhancing the cultural environment of the Omaha-Council Bluffs area through the presentation and discussion of film as an art form. In July 2007, we opened the Ruth Sokolof Theater, our two-screen cinema located within the Saddle Creek Records complex north of downtown Omaha.

For more information, visit us online at [www.filmstreams.org](http://www.filmstreams.org).

Made possible with the support of



Nebraska ARTS COUNCIL  
through funds from  
the Nebraska Legislature,  
National Endowment for the Arts,  
and Nebraska Cultural Endowment.  
[www.nebraskaartscouncil.org](http://www.nebraskaartscouncil.org)



NEBRASKA  
CULTURAL  
ENDOWMENT

