

Coming to PBS in January 2009

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[i]NDEPENDENTLENS 

Helvetica

BY GARY HUSTWIT

 COMMUNITY
CINEMA
ENGAGING COMMUNITIES THROUGH FILM

HELVETICA

By Gary Hustwit

You can't escape if you try—it's on your computer, the subway, U.S. mailboxes, IRS tax forms, and spells out countless corporate logos from Target to Fendi. No doubt, Helvetica is the king of fonts. But why? To find the answer, first-time Director Gary Hustwit meets with historians and designers whose passion for typefaces runs high, and discovers the secrets behind the fonts we use and read every day.

**HELVETICA WILL AIR NATIONALLY ON THE EMMY AWARD-WINNING PBS SERIES
INDEPENDENT LENS IN JANUARY 2009. CHECK LOCAL LISTINGS.**



Visit the *Independent Lens* website to learn more about HELVETICA. Share your thoughts about the film in Talkback—online at pbs.org/independentlens/helvetica



HELVETICA was produced by Gary Hustwit. The Emmy Award-winning series *Independent Lens* is jointly curated by ITVS and PBS and is funded by the Corporation for Public Broadcasting (CPB) with additional funding provided by PBS and the National Endowment for the Arts.

To find out more about Community Cinema visit pbs.org/independentlens/communitycinema



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