

PRINT THE LEGEND

Directed by Luis Lopez and Clay Tweel



World Premiere, Documentary Competition
100 Minutes

Screenings:

Sunday, 3/9 - Stateside Theatre, 1:30 PM
Monday, 3/10 – AMC Theater at Violet Crown Cinema, 1:45 PM
Wednesday, 3/12 – SXSatellite: Alamo Slaughter, 6:45 PM

Next Stage Panel: Behind of the Scenes of PRINT THE LEGEND
Tuesday, 3/11 – Austin Convention Center, 2:00 PM

For clips, images and other press materials please visit:
<https://www.dropbox.com/sh/3yvj0cyeyax5gs3/p28XCeEcCj>

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SYNOPSIS

3D printing is changing the world – from printing guns and human organs, to dismantling the world’s industrial infrastructure by enabling home manufacturing. It’s “the next Industrial Revolution.”

For the first time in history, the stories of the human beings building an industry have been filmed. The result: PRINT THE LEGEND, which follows the people racing to bring 3D printing to your desktop and into your life. For the winners, there are fortunes – and history – to be made.

PRINT THE LEGEND is both the definitive 3D Printing Documentary – capturing a tech in the midst of its “Macintosh Moment” – and a compelling tale about what it takes to live the American Dream in any field.

FILMMAKERS’ STATEMENT

When we began to film PRINT THE LEGEND, all we knew was that we were entering the “Macintosh Moment” of an exciting technology, the time when 3D Printing was shifting from an industrial process to one you could do at home. We knew this held untold promise for future innovation. We knew we were making a time capsule of a historical moment.

What we did not know was that the astoundingly hardworking entrepreneurs who were chasing their dreams in this Wild West marketplace were going to teach us lessons about a story we’ve all been told a thousand times: the myth of the American Dream. We did not know we’d learn that what we ask of our business heroes is like what we ask of our politicians or professional athletes: tremendous self-sacrifice that selects out for all but the most obsessive, the most competitive, the most willing to achieve at all cost.

The people in PRINT THE LEGEND are benefitting and challenging us all because they are achieving things that will shape our future in powerful ways. Some of them have lived and will live the American Dream. But at what cost? What do we ask of them? What do they ask of themselves?

3D Printing will one day give us the power to make almost anything, but to handle that power responsibly, we must start by asking how we want to make ourselves. PRINT THE LEGEND seeks to ask those questions through compelling human stories unfolding in the birth of a disruptive technology.

- Luis Lopez & Clay Tweel, Directors
Steven Klein, Producer

TIMELINE OF EVENTS

- 1986: 3D Systems invents Stereolithography (SLA) – which uses a laser to cure liquid plastic in precise layers that can build up an object – to print the first 3D-printed object.
- 1989: Stratasys invents Fused Deposition Modeling (FDM), which uses a fine-tipped “hot glue gun” on a robot arm to deposit plastic layers onto a platform that lowers in very fine increments, building up an object.
- 2009: In the wake of the open-source RepRap community that rises up after FDM patents start to expire, Zach Hoeken, Adam Mayer and Bre Pettis launch Thingiverse, an online repository for sharable digital designs. Zach, Adam and Bre form MakerBot Industries.
- 2011: Formlabs is founded by Max Lobovsky, David Cranor, and Natan Linder
- Late 2012: MakerBot shifts from “open-source capability to propriety control” (*Wohlers Report 2013*, Wohlers Associates).
- Summer 2012: In the wake of the Sandy Hook massacre, MakerBot removes gun files from Thingiverse. In response to his files being removed, Cody Wilson launches DEFCAD.
- October 2012: Formlabs breaks records when it raises \$2.9 million on Kickstarter.
- November 2012: 3D Systems sues Formlabs for patent infringement.
- May 3, 2013: Cody Wilson prints and successfully fires the world’s first “fully” 3D-printed handgun. (In fact, the pistol – dubbed The Liberator – requires a normal household nail as the firing pin.)
- May 5, 2013: Cody Wilson posts video of The Liberator firing on YouTube and uploads the gun’s design files to the Internet.
- May 8, 2013: MakerBot posts Robohand video on YouTube.
- May 8, 2013: U.S. State Department demands that Cody Wilson remove his gun files from the Internet, charging him with violating arms export statutes.
- June 2013: Stratasys acquires MakerBot for \$600 million.

BIOGRAPHIES

Luis Lopez & Clay Tweel (Directors)

Luis Lopez hails from Tijuana and loves tacos. Clay Tweel is from Charlottesville and loves whiskey. Among other credits, they share THE KING OF KONG (Clay & Luis: editor, shooter, and associate producer) and MAKE BELIEVE (Clay: director and editor, Luis: editor and co-producer), which won the grand jury prize at the LA Film Fest in 2010.

Steven Klein (Producer)

Steven Klein hails from Boston and loves whiskey and tacos, especially together. Steven last worked with Clay and Luis on their LA Film Festival-winning documentary, MAKE BELIEVE. Steven recently produced and starred in the indie feature film KENSHO AT THE BEDFELLOW, now in post.

Seth Gordon (Producer)

Seth Gordon hails from Seattle and loves steak. Among other work, Seth directed doc THE KING OF KONG, and produced MAKE BELIEVE, FREAKONOMICS, the 2012 Oscar-winner UNDEFEATED, and MITT while staying busy directing hit movies like HORRIBLE BOSSES and IDENTITY THIEF.

Mary Rohlich (Executive Producer)

Mary Rohlich hails from Iowa and loves wine. She first teamed with Seth Gordon on FOUR CHRISTMASES and went on to collaborate on HORRIBLE BOSSES and IDENTITY THIEF, which she co-produced. She's teamed with this doc crew as a producer on MAKE BELIEVE and FREAKONOMICS.

Production Company

Audax Films is an independent Production Company located in Santa Monica, California. Audax develops, creates, and finances director-driven movies that empower emerging filmmakers with the resources and creative freedom to realize their true vision. Audax continuously strives to create innovative and engaging films that showcase the best in storytelling and visual entertainment. The team consists of principals Andrew and Walter Kortschak and creative executive Isabel Siskin. Contact: www.audaxfilms.com.

KEY CREDITS

AUDAX Films presents a Chad Troutwine production, in association with Exhibit A

Executive Producers: Walter Kortschak, Mary Rohlich

Producers: Seth Gordon, Dan O'Meara, Chad Troutwine

Co-Producer: Andrew Kortschak

Associate Producer: Rafi Chaudry

Produced by Steven Klein

Directed by Luis Lopez & Clay Tweel

Lead Cast: Bre Pettis, Maxim Lobovsky, Avi Reichental, Cody Wilson, Chris Anderson, David Cranor, Natan Linder, Jenny Lawton

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