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3D Printing Comes Alive In PRINT THE LEGEND

September 29, 2014



Bre Pettis, Makerbot / PRINT THE LEGEND. Photo courtesy of Netflix.

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On Demand Weekly provides new movie reviews of hot movies and TV Series on demand from the POV of watching from the comfort of your home. Today's review: PRINT THE LEGEND (Netflix).

Produced by members of the award-winning documentary team that brought you FREAKONOMICS, KING OF KONG, MAKE BELIEVE and 2012 Oscar winner UNDEFEATED ... PRINT THE LEGEND is an original Netflix film -- part of their recent documentary strategy to go beyond the "TV series" -- showing the world a behind-the-scenes look at yet another revolution (THE SQUARE gave them an Emmy and their first Oscar nomination) ... This time it's technological.



Max Lobovsky of Formlabs / PRINT THE LEGEND. Photo courtesy of Netflix

They wanted to capture the next Woz, Jobs, Apple moment. Was it augmented reality? Nope. The IoT? Not quite. 3D Printing? You bet. The industrial technology had been around for decades, and now they were taking it to your desktop, and into the browser, for a fraction of the price. This was history. The movie had to be made.

They passionately pursue their American dreams, they desperately want to change the world. The race is to the finish, and this cast of colorful characters is determined to bring you everything from that infamous printable burrito to customizable kidneys. We see them grow up, act out, sell out, move on. Yet ultimately, many will make the greatest sacrifice of all -- beyond the crazy billable hours and coding marathons -- losing their moral compass, even their belief system ... Their heart.

In the spirit of INDIE GAME: THE MOVIE, the film follows the lives of personal 3D printing CEOs Mak-erbot's Bre Pettis (market evangelist, DIY guru) and Formlab's Max Lobovsky (MIT competitor and Kick-starter sensation) as they forge forward to create that next historic PC movement, encroaching on the industry's powerful players with their disruptive, controversial consumer technology.



Formlabs / PRINT THE LEGEND. Photo courtesy of Netflix

In retaliation, 3D Systems sues Formlabs, launching a litigation litany to protect their 30 years of intellectual property and patents. But Stratasys takes another classic approach, turning from foe to friend, merging in the end. Ultimately, Cory Wilson, the notorious Texas anarchist and maker of the Liberator (first 3D printable gun) upstages everyone, creating an international uproar, leaving the industry and Congress to ponder the social and constitutional implications of their prolific printing products.



PRINT THE LEGEND. Photo courtesy of Netflix

If you were ever curious to get an insider's play-by-play into startup culture - from basement beginning to acquisition, warts and all - here's the front row seat at the cutting edge of our future, and possibly the battle for the next industrial revolution. If you're a techie, maker, doc lover or entrepreneur, this film's for you (demand it). Yet, I believe anyone can gain new insights into human nature and its profound affect on business culture in this intellectual entrepreneurial tale.

PRINT THE LEGEND is available on Netflix.