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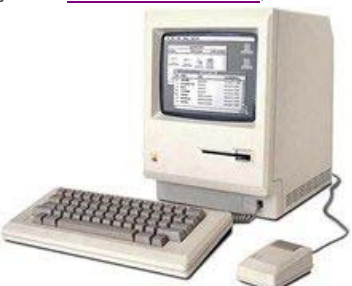
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Madison Uploads *Macintosh*

A documentary about the House that Steve Jobs Built is set to premiere in, of all places, the land of Wisconsin Cheese.

Monday, March 24, 2008 at 9:45 AM
By FilmStew Staff

It's the kind of guarantee you would expect for a documentary called [Welcome to Macintosh](#), all about the ongoing impact of the Apple Computer brand. And sure enough, with the exception of a little Adobe Photoshop, only [Mac](#) hardware and software was used to make the film, set to premiere on April 6th at the [10th Annual Wisconsin Film Festival](#). "The goal was to make a film that you can show to anyone, even someone that has never used a computer, and have them understand why so many people love Macintosh," explains documentary co-director Robert Baca. With a wink, the film is subtitled 'the documentary for the rest of us.' Baca and fellow co-director Josh Rizzo will be at the Madison, WI Sunday premiere to participate in a post-screening Q&A, and if they want to really send a message, perhaps they should only allow iPhones and iPods into the auditorium. E.g., no Blackberries, no Zunes or other name brand cell phones tapped into the initial wave of electric chatter emanating from the screening. The MacIntosh brand was first introduced just over 24 years ago, on January 24th, 1984. Baca [tells](#) local Madison blog *Dane101* that the idea of making a Mac film "for non-geeks" came to him, of all time and places, while shoveling snow in his driveway in Columbus, Ohio. Among those interviewed in the documentary are original Macintosh co-creator Guy Kawasaki and [Cult of Mac](#) author Leander Kahney.



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