



European Film Market 2005

The central event for the film industry at the Berlin International Film Festival is the *European Film Market* with its close ties to the other sections and events of the festival.

Many films screening in the *Competition*, *Panorama* or *Forum* are also showcased at the *European Film Market*. Or, conversely: many films from the *European Film Market* attract large audiences and the media's heightened attention in the *Competition*, *Panorama* and *Forum*.

A new element of the *European Film Market* is the Berlinale Co-Production Market. In its second year, this initiative gives producers the opportunity to awaken the interest of co-producers, financiers, film funding institutions, film distributors, television stations and international sales companies in their projects.

By pleasantly combining presentation and business, the *European Film Market* has become increasingly important for the international film industry. Hence, in the Daimler-Chrysler Atrium, the Berlin International Film Festival will again offer a prestigious and extremely effective meeting place for the industry to network and make deals.

The immense interest in the *European Film Market* and its international significance can be seen in this year's record participation.

At present the *European Film Market 2005* will showcase:

165 companies (up 38 % over 2004)

with approx. 530 films (up 33 % over 2004)

of which approx. **40 percent** (in contrast to 33 % in 2004) are also screening in other Berlinale sections

and will be showing in approx. **810 Market screenings** (up approx. 25 % over 2004).

This year's Market screenings will be held at the CinemaxX, Cinestar, Arsenal and the dffb movie theater. A total of 25 individual auditoriums are available (up approx. 32 % over 2004).

**55. Internationale
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With 3,500 square meters in the Daimler-Chrysler Atrium, the *European Film Market 2005* offers exhibition space to 52 company booths (up 21 percent over 2004).

632 film screenings are booked at the EFM, as well as 168 video presentations.

The *European Film Market 2005* is also offering the following eating places and meeting spots: the Cafe Europa, the Vinum Oyster Bar, the Bouvet Cremant Bar and new this year: the EFM Preview Lounge 2006. Reserved exclusively for attendees with Market badges, the EFM Preview Lounge 2006 with its daily happy hour provides a stylish setting for both doing business and relaxing.

A central component of the *European Film Market* are its collaborations with both German and international partners:

For the second year running, the *European Film Market* is screening the series **Straight from Sundance**. In cooperation with the Sundance Film Festival, 25 new independent films will be presented this year.

A new initiative of the *European Film Market* is the series **Works in Progress** which offers a forum for film projects which are still in production. A presentation in Berlin facilitates contact and collaboration with potential partners. This year's selection of "Works in Progress" includes eight projects from Argentina.

A new cooperation has been launched between the *European Film Market* and **Arts Alliance Media**, a market leader in the field of digital projection and technology for "screenings on demand". **Arts Alliance Media** will also supply the screen in the new EFM Preview Lounge.

Particularly exciting is a new cooperation between the *European Film Market* and the Frankfurt Book Fair: for the first time this year, 26 publishing houses are participating in the *European Film Market* with the purpose of forging stronger ties between literature and film. Topics will range from the discussion of literary works for screen adaptations, to the development of joint marketing and PR strategies.

The *European Film Market* at the Berlin International Film Festival 2005 will once again be a dynamic event with fascinating new subjects and activities for the international film industry.

With greater numbers of companies and films, a favourable schedule, an optimal



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infrastructure, and an agreeable and distinctive business atmosphere, the *European Film Market* has successfully established its position internationally. And the *European Film Market* also intends to maintain and consolidate its position in the future. As of 2006, it will be held at a new location, in the prestigious Martin-Gropius-Bau, not far from the Festival centre at the Potsdamer Platz. The Martin-Gropius-Bau – built between 1877-1881 in Renaissance style – is one of the most famous and beautiful exhibition sites in Germany. The museum is famed for its outstanding exhibitions in the fields of art, history, photography and archaeology. In these splendid surroundings, the Market will have almost twice as much space as now. New technologies, modern design, additional projection possibilities and first class service promise to enhance future *European Film Markets* even more.

To enable the *European Film Market* to intensify its collaboration with the German and international press and media, its successful team has been enlarged. For all inquiries and matters concerning coordination for the press, please now contact: Wolfgang W. Werner at 089 – 38 38 670 or per e-mail at info@werner-pr.de

Press Office
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