



## Press Release

### Supporters, Promoters & Hosts: Sponsors of the 64th Berlinale

For the first time since 2007, the Berlinale is again being sponsored by four principal partners. Our new automobile partner, AUDI, as well as our long-standing partners, L'ORÉAL PARIS, TESIRO and ZDF, have all signed agreements until 2016.

The Berlinale is also happy to welcome a number of other new partners this year: Canada Goose, experts for extreme weather outerwear; EMC<sup>2</sup>, a US-American hard- and software manufacturer, as well as König Pilsener, the Festival's new beer partner.

"We would like to thank Germany's Minister of Cultural Affairs (BKM) for the unfailing support. The Berlinale is also supported by some 40 enterprises and they have long become an integral component of the Festival. They host the press, accredited guests and visitors, and enrich the Berlinale with initiatives for new young talents and other events. Last not least, they are indispensable in providing the Festival with the modern technical infrastructure it requires for its realization," says Festival Director Dieter Kosslick.

**64. Internationale  
Filmfestspiele  
Berlin  
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### AUDI AG

As one of the most innovative automobile manufactures, Audi is providing a fleet of vehicles that includes a diverse range of RS and hybrid models. Audi will transport the stars to the Red Carpet for the Opening Gala on February 6, 2014, and the Award Ceremony on February 15, as well as to daily gala premieres.

For the first time, there will be an Audi Berlinale Lounge out front of the Berlinale Palast at the Festival's 64<sup>th</sup> edition. The two-storey transparent temporary building will be erected right next to the Red Carpet. It will not only offer a diverse programme of events for trade visitors and the public, but also protection from the weather for onlookers.

To kick off this new partnership, Audi is producing this year's Berlinale bag. Made from recycled PET bottles, the bag will be available in four colours of print to accredited Berlinale visitors. At the Berlinale Shop, two variants of the bag will be on sale. Audi is also supporting the Teddy and Shooting Stars Awards with a fleet of cars.

Ein Geschäftsbereich der  
Kulturveranstaltungen des  
Bundes in Berlin (KBB) GmbH

#### Management:

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### TESIRO

This year, TESIRO is increasing its commitment to the Berlin International Film Festival. The Chinese manufacturer of luxury items has now agreed to collaborate with the Berlinale as a principal partner for the next three years. Every year since 2009, TESIRO has presented an exclusive Berlinale Jewellery Collection that prominent guests may use to attract even greater notice on the Red Carpet.

At the 64<sup>th</sup> Berlinale, TESIRO will be the official host of the Golden Bear Lounge in the Grand Hyatt Hotel. In 2014, the Lounge has been redesigned. Yet it will continue to be a central meeting place for film teams in this year's official programme and other renowned Festival guests.

### L'ORÉAL PARiS

As the Berlinale's official cosmetic specialist, L'ORÉAL PARiS will help the stars find the perfect look for the Red Carpet. In this long-standing partnership, the world of film meets the world of beauty. The faces of L'ORÉAL PARiS include film-icons such as Jane Fonda, Eva Longoria, Julianne Moore, and many others. On the invitation of L'ORÉAL PARiS, Andie MacDowell, Heike Makatsch and Lena Meyer-Landrut will be coming to this year's Festival.

In the Berlinale VIP Club, a team of L'ORÉAL PARiS beauty experts will style the stars for their appearances on the Red Carpet. Festival-goers, on the other hand, will again have the chance to get the latest "Berlinale look", free of charge, at the L'ORÉAL PARiS Make-up-Studio at Potsdamer Platz.

For the first time, L'OREAL PARIS is also supporting the *PanoramaAudienceAward* (PPP) with non-cash prizes (home cinema systems).

### ZDF

As the Berlinale's principal media partner, ZDF will again be producing all the events staged at the Berlinale Palast - from the Opening Gala to the Shooting Stars Awards and presentation of the Honorary Golden Bear, to the Award Ceremony of the International Jury.

ZDF is also in charge of making TV footage of these events available to many national and international television networks.



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The Opening Gala of the Berlinale 2014 will be transmitted live by 3sat, ZDF's partner station during the programme "Kulturzeit extra". 3sat will also televise the highpoint of the Berlinale, the Award Ceremony with the presentation of the Golden and Silver Bears, in a special live broadcast on February 15.

This year, for the first time, ZDF will transmit all special Berlinale coverage, including the Opening Gala and Award Ceremony, in HD.

Industry get-togethers and press events will be held daily at the ZDF Lounge in the Grand Hyatt Berlin's "mesa" restaurant.

## Co-Partners

### HUGO BOSS

For the eleventh time, HUGO BOSS, one of the world's leading fashion houses, will be setting up an exclusive showroom for the actors and directors of *Competition* films, and members of the International Jury.

HUGO BOSS will also be presenting a photo exhibition from February 6 to 15, in cooperation with C/O Berlin and the Berlinale, at the new BOSS store on Kurfürstendamm. Entitled "A personal touch - young photo journalists at the red carpet", it will show a selection of works from the Close up! Photography Competition 2007-2012.

### GLASHÜTTE ORIGINAL

With a long tradition in watchmaking, Glashütte Original has extended its commitment as a co-partner of the Berlinale until 2016. The watch manufacturer will invite a select number of guests and media representatives high above Berlin. The exclusive Glashütte Original Lounge on the 24<sup>th</sup> storey of the Kollhoff Building provides a location for interviews, small receptions, and individual work meetings.

Thanks to the support of Glashütte Original, the "Made in Germany - Perspektive Fellowship", endowed with 15,000 euros, was presented for the third time on January 14, 2014. It was awarded ex aequo to Sandra Kaudelka and Sebastian Mez.

In 2014, Glashütte Original will for the first time support the *Retrospective* (including *Berlinale Classics*) and *Homage* as their section partner.



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**Third partners in 2014:** Arri Film & TV Services, Canada Goose, Colt, French-German Youth Office (FGYO), EMC<sup>2</sup>, GWFF, König Pilsener, rbb, TV Movie.

The Best First Feature Award has been endowed with 50,000 euros by the “Gesellschaft zur Verwertung von Film- und Fernsehrechten” (GWFF), a society for safeguarding film and television rights. This year’s jury members are: Nancy Buirski, Hernán Musaluppi and Valeria Golino. A total of 18 fictional features from five sections will take part in the competition.

Since 2004, the *Perspektive Deutsches Kino* section has awarded the “FGYO Award Dialogue en perspective”. In 2014, the jury will be headed by Denis Dercourt. The prize has been endowed with 5,000 euros by the French-German Youth Office (FGYO).

**Section partners in 2014:** Glashütte Original (*Retrospective, Berlinale Classics, Homage*), Canon (principal partner of *Berlinale Talents*), IFA (host of the *EFM Industry Debates*), Warendorf (*Culinary Cinema*).

**Suppliers in 2014:** Barco, BerlinPlakat, CineStar Cubix, Deutsches Weininstitut (DWI), Dolby, Doremi, DVS, Forest Carbon Group, Haus Rabenhorst, LemonAid, Nikon, TNT Express, TOP-Ix, Viva con Agua, Vranken Pommery, Wall.

Press Office  
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