



## Press Release

53. Internationale Filmfestspiele Berlin • February 6 - 16, 2003

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### **Business enterprises support the 53rd Berlin International Film Festival The Berlinale as a big economic factor for both Germany and the City State of Berlin**

This year's Berlinale has succeeded in securing contributions amounting to more than 1 million Euros in direct financial support as well as many significant benefits in kind from its sponsors. Without such generous assistance, it would not be possible for the Berlinale to be held in its present form. Hence, the partners of the festival deserve our most grateful recognition. In times like these, their commitment should not be taken for granted.

Nevertheless, the fact that our partners have become involved to such a great degree can only be viewed as confirmation of the Berlinale's great appeal for the private sector. Especially at a time when public cashier's offices are encumbered to their limits, these contributions are also an indication of society's faith in public culture.

In conjunction with McKinsey Management Consultancy, the festival has established the importance of the Berlinale as an economic factor for Berlin: even by conservative estimates, a flow of 30 million Euros is created annually by the IFB for the City State of Berlin alone, and almost 9 million of these flow back to the government in the form of taxes and fees. This is about 2.5 million Euros more than the Berlinale receives in public subsidies. Moreover, several hundred jobs are directly or indirectly dependent on the Berlinale. Thus the Berlinale is a superb example of the public-private partnership so often invoked today.

### **Main partners of the Berlinale: L'Oréal Paris, VW and Sat.1**

#### **L'Oréal Paris**

Cosmetic giant L'Oreal Paris has been a main partner of the Berlinale for 5 years now. L'Oréal Paris will again set up a make-up studio at the heart of the Berlinale Press Center in the Grand Hotel Hyatt. The L'Oreal Paris VIP Club will be more than just an oasis during the bustle of the festival. Film teams will be greeted here before their press conferences by the festival director. The celebrated make-up artists Marie Drope and Andrej Baranow will offer their services to VIP film-team guests, to the international jury members and the Berlinale Palast presenters. And it has also become a tradition over the years for the guests of the L'Oreal Paris VIP Club to sign a larger than life-size can of Elnett hairspray. For every signature, L'Oreal Paris will donate 200 Euros; the grand total will be presented to the Deutsche Kinderhilfswerk at the *Kinderfilmfest's* final event on February 16.

We are delighted to be able to welcome the renowned actress Gong Li – a L'Oreal Paris spokesmodel – with her film *Zhou Yu de Hoche* (directed by Shun Zhou) in Berlin on February 14, 2003.

#### **Sat. 1**

As the very reliable collaboration with our main TV partner Sat.1 goes into its sixth year, it will be intensified. The Sat.1 team will be responsible for the creation and

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Ein Geschäftsbereich der Kultur-  
veranstaltungen des Bundes in  
Berlin (KBB) GmbH

Seit dem 17.07.2002 ist die Haus  
der Kulturen der Welt GmbH (HKW)  
mit der Berliner Festspiele GmbH  
(BFS) zur Kulturveranstaltungen des  
Bundes in Berlin (KBB) GmbH  
rückwirkend zum 01.01.2002 ver-  
schmolzen. Alle Rechte und Pflichten  
der Berliner Festspiele GmbH gehen  
auf die Kulturveranstaltungen des  
Bundes in Berlin GmbH über.

**Geschäftsführung:**  
Dieter Kosslick (Intendant Interna-  
tionale Filmfestspiele Berlin),  
Jürgen Maier (Kaufmännischer  
Geschäftsführer)  
Dr. Hans-Georg Knopp,  
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organization of the opening gala, the presentation of the Golden Bears for Lifetime Achievement, as well as for the final award ceremony. This year's films in the Berlinale Palast will again be presented by well-known actors and actress. Sat. 1 will enrich Berlinale events with its know-how and involvement, which will once again include other Berlinale specials: the presentation of the "European Shooting Stars", and the conferment of "Berlinale Cameras" to personalities singled out for this honor. Another improvement for our guests will be the Sat.1 Lounge in the Spielbank Berlin, where the international film scene will be able to mingle during daily "happy hours". With the large video wall outside the Berlinale Palast, Sat. 1 will once again provide visitors with an essential medium for information about the festival. Here press conferences and highlights of the day will be broadcast – and the partners of the Berlinale will be able to present short image spots. Last but not least, Sat.1 will bring out a daily newsletter in cooperation with TV Movie .

### **Volkswagen AG**

Volkswagen AG will provide an entire fleet of cars for the Berlinale and the Talent Campus. Phaeton luxury limousines will deliver our VIP guests directly to the red carpet, a fleet of other cars (60 in number) will arrive from Wolfsburg and serve as guest shuttles. We are greatly pleased by this partnership which we hope will form the basis for long-term relations. The VW Golden Bear Lounge in the Grand Hotel Hyatt will be the home of festival director Dieter Kosslick's small festival club. Another focus of the VW Lounge will be to serve as a meeting point for all the film teams of the German Films section and, naturally, of German contributions to the *Competition*. VW will bring their star cook Nils Potthast with them from Wolfsburg; he will see to the physical well-being of festival guests in the VW Golden Bear Lounge. Furthermore, an invitation to visit the ultra-modern glass VW plant in Dresden will give Lounge guests a chance to experience all the stages involved in constructing a Phaeton limousine.

A VW initiative for a "rising generation of drivers" is ZOON.COM in the Sony Center, the company's trend machine: here young people can visit lifestyle chatrooms, prepare themselves for their driver's licenses or even test their dream cars in virtual driver's seats. Hopefully many contributors to the "German Films" section will also partake in another media special where they can "chat about German cinema". Press dates in the chatroom and studio will round off these offers.

Together with Regina Ziegler, Manfred Schmidt and Dieter Kosslick, VW Phaeton will invite guests to the 1st Berlinale Media Meeting at Josty café and restaurant. VW is also a partner of the "Cinema for Peace" charity gala which will be held at the Konzerthaus am Gendarmenmarkt on February 11, 2003.

Distributors and other organizers at the Berlinale can rent Phaetons for reduced rates through Europcar Berlin.

**Co-partners: Lufthansa, Sony and Deutsche Bahn**

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### **Lufthansa**

The Berlinale lives in part from its internationality – and Lufthansa is again helping the festival to do so by offering discounts on flights for our jury members and honorary guests.

### **Sony**

Neighbors that have an inspiring influence on each other: Sony and the Berlinale. The Sony Corporation will be a co-partner of the Berlin International Film Festival for the first time. The Berlinale will receive extensive “hardware support”, from mobile telephones to complete HDTV equipment. The range also covers projection technology, computers, DV Cams and above all committed personalities who will promote the new *Berlinale Talent Campus* in particular. We hope the relationship will be a long-term one – for in the “digital age” strong partners will remain indispensable in the future too.

### **Deutsche Bahn**

Another neighbor of the Berlin International Film Festival is the Deutsche Bahn – physical proximity has brought us closer. The Deutsche Bahn will broadcast the Berlinale live via Bahn Inform and Bahn TV in 30 German train stations to digital television receivers. The opening on February 6, 2003 and the award ceremony on February 15, 2003 will both be transmitted live. What is more, from February 7 to 14 an at least 45-minute-long “Berlinale” program will be broadcast daily.

The Deutsche Bahn is putting travel vouchers and City Light Poster advertising panels at the Berlinale’s disposal. The studio of Bahn TV will also be made available to the Berlinale team for editing.

### **Third-party partners**

#### **Vöslauer Mineral Water**

At the different festival venues, accredited guests of the Berlinale will find 25 “self-service refrigerators” filled with Vöslauer Mineral Water from Austria. The participants of the press conferences as well as the guests of the different lounges and the Berlinale dining club will have an opportunity to try out this new product and so get ahead of the trend: at present in Germany, Vöslauer Mineral Water is only on sale in Berlin.

#### **Film Commission Torino Piemonte/Wines from the Piemonte region**

In 2003, collaboration with the Film Commission Torino Piemonte is in its second year. Piemonte is not only known for being an outstanding wine region, but also as the location of international film productions like Tom Tykwer’s *Heaven*. Excellent red and white wines and other culinary products from Piemonte will be offered at

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Berlinale receptions. At the opening and the final event, the guests of the Berlinale will be able to try out the delicious Prosecco from the region. Moreover, the Film Commission Torino Piemonte is a partner of the *Berlinale Talent Campus*.

### **Berliner Pilsener**

Two long-time favorites of Berlin audiences will be cooperating for the first time: Berliner Pilsener and the Berlinale – a partnership based loosely on the motto “Made in Berlin”. We assume our international guests will also greatly enjoy this cool light beer.

### **Coca Cola**

A well-established partnership: Coca-Cola’s whole range of products for festival guests. This recurrent commitment is proof of how well the high expectations on both sides are satisfied each year.

### **Bruno Paillard Brut Première Cuvée Champagne**

Bruno Paillard is a partner of the Berlin International Film Festival for the first time. We are extremely pleased by the new partnership with this “small but exquisite” firm: indeed, the most renowned wine connoisseur Hugh Johnson ranks Bruno Paillard among the top champagne producers. The Berlinale owes this collaboration to Frenzel, a retailer in Wiesbaden.

### **TV MOVIE**

Issue III/2003 will present the opening film *Chicago* as well as the Berlinale’s new key visual symbol. Issue IV/2003 will include a special Berlinale supplement. In addition to its normal circulation, 50,000 free copies will be offered in display cases at Berlinale venues.

### **FO XKIDS**

We are happy to be able to welcome FOXKIDS for the first time as a partner of the Berlinale, and in particular of the *Kinderfilmfest*. Thanks to its support, many young leading actors and actresses will be able to attend the premieres of their films in Berlin. Accompanied by film teams, the kid reporters from FOXKIDS will transmit the special atmosphere of the *Kinderfilmfest* live worldwide on television and on the internet at [www.foxkids.de](http://www.foxkids.de).

### **Studio Babelsberg**

Babelsberg film lab and sound studios have contributed to the Berlinale by making the answer prints and optical sound prints as well as all trailer prints (for

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Cinemascope, wide screen, 35mm and 16mm) in a quality fitting for a category "A" festival.

### **Planet TV**

At last year's Berlinale, Planet TV recognized both the chance and the challenge of supporting the *Berlinale Talent Campus*. At Vision Day 2002, in conjunction with stern magazine, it offered a prize to promote the realization of a documentary film. Out of 187 treatments, a jury which had been put together for this purpose (headed by Florian Gallenberger) selected the project *Russenbus - Fremde Brüder* by Axel Brandt and Irina Roerig. Planet TV went on to finance the project and will now distribute it Europe-wide. The film's world premiere will be on February 12, 2003 at 7 p.m. in the large auditorium of the HKW (House of World Cultures) within the scope of the *Berlinale Talent Campus*. The Planet & stern Documentary Film Prize will also be awarded in 2003.

### **Wall AG**

The Berlinale's visual presence in the cityscape owes much to its partnership with Wall-AG: since moving to the Potsdamer Platz, all films showing in the Berlinale as well as the Berlinale's posters are presented and marketed along the festival's so-called strip as well as around the town on Wall AG's innovative "Street Furniture".

### **Berlikomm**

3,500 journalists from approximately 80 countries will attend the Berlin International Film Festival. For the third year now, communication – in the form of telephones, fax machines, internet, data links, service, efficiency and reliability – will be guaranteed to our press representatives by Berlikomm.

### **Windrose Air**

Windrose Air stands for fully air-conditioned, quiet jets and turboprop aircrafts with excellent and personal service. We are very pleased that Anouk Aimée will be able to travel safely to Berlin in a few days on board a Windrose Air Lear jet.

### **Berliner S-Bahn-Werbung**

Beginning on February 26, 2003, the advertising firm Berliner S-Bahn Werbung is putting a grand total of 1500 surfaces in waiting areas as well as advertising panels at the festival's disposal. The Berlinale will thus be certain to attract due attention in its hometown.

### **Gahrens + Battermann Medien Systeme**

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Due to technological advancements, the Berlinale has to face ever greater technical challenges. With Gahrens + Battermann we have found a partner who can help us master them.

### **Berlin Partners**

This year's support from Berlin Partners will benefit our VIP guests – through them a special number of additional flights with Windrose Air have been made possible. As a result, many stars will be able to stroll up the Berlinale's "red carpet" and so give both the festival and the city a glamorous flair.

### **das werk berlin**

In extensive "rendering periods", das werk berlin (Novalisstraße and dffb) has updated our festival trailer and visually translated the changes made since 2002. It would make a good picture puzzle quiz – whoever finds the changes first wins two tickets to a gala. The continuous commitment of a media firm today cannot be appreciated highly enough.

### **LVT Laser Subtitling**

The LVT - Manfred Salzgeber Prize is in its third year. An independent international jury will once again award this prize given in honor of Manfred Salzgeber (former director of the Panorama). An innovative European feature film (from the Competition or Panorama) which has a distributor in no more than one European country will receive subtitling and printing services for 30,000 Euros from LTV Laser Subtitling.

### **AGICOA Association of International Collective Management of Audiovisual Works**

The AGICOA "Blue Angel" prize will be awarded by the international jury for the best European film; a purse of 25,000 Euros will go to the director.

### **OCE Facility Services**

As a universal print service provider, OCE Facility Services will enhance the festival's presence around the city with large banners on many festival theaters and around the Berlinale Palast.

### **Further media partners**

#### **Der Tagesspiegel**

On January 30, the complete Berlinale program will be included as a supplement in the Der Tagesspiegel. Furthermore, during the festival there will be a 'Berlinale special' in the paper's weekly culture supplement.

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Thus our audiences will be able to gain a complete overview of the program and, beginning on February 4, 2003, to purchase their movie tickets at [www.berlinale.de](http://www.berlinale.de) and at the customary advance ticket offices.

### **Radio 1**

This station probably represents the most committed radio partner a festival of our category can have. Knut Elstermann's unbeatable nightly presentations, with their irresistible charm, for all of Berlin and Brandenburg, will again be broadcast from the café of the CinemaxX. Radio 1 will not only promote our advance ticket sales over a hotline, but will also attend the Panorama Audience Prize and the bärenclub party which is open to the public at the Berlinale Palast on February 12. Comprehensive daily coverage of the Berlinale from the Radio EINS Bus will complete the station's contributions.

### **SFB**

For the opening and final events, "state-owned and private broadcasting stations" will cooperate with each other. SFB will film the events with several cameras and assume "pool management". It will also guarantee the transmission of the opening from the CinemaxX. The daily Berlinale Studio and the Abendschau (SFB news) will be broadcast directly from the SFB studio in the Berlinale Palast. For the first time, SFB will transmit the daily news conferences. Last but not least, we would like to express our gratitude to the SFB for 50 years of fantastic radio and television coverage. We are also looking forward to collaborating with RBB (the newly founded broadcasting station for Berlin and Brandenburg) in the future.

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