

Press Release



L'Oréal Paris, Volkswagen and Sat.1 are the Berlinale's main partners again

The Berlin International Film Festival is thrilled to continue its successful partnerships in 2004 with L'Oréal Paris, Volkswagen and Sat.1. "This fruitful collaboration makes it possible for us all to pursue new paths in cultural sponsorship. The commitment of our partners from the world of commerce is further evidence of the Berlinale's great appeal", Festival Director Dieter Kosslick emphasized.

Beginning on February 5, when it is once again time to compete for the Bears, and for great international stars and directors to stroll up the red carpet at the Potsdamer Platz, three main sponsors and a large number of other partners will be actively involved in supporting the Berlinale and its presentation.

L'Oréal Paris

As so often before, L'Oréal Paris will assist us in accentuating the beauty of the stars and the glamour of the festival. For the sixth year running, leading international cosmetic expert L'Oréal Paris is sponsoring the Berlinale. The L'Oréal Paris VIP Club in the Press Center will be a meeting point for the festival's stars before their press conferences. In addition, it has become a tradition for the guests of the VIP Club to sign an oversized Elnett hairspray can. For every signature, the Deutsche Kinderhilfswerk will receive a donation from L'Oréal Paris. Once again, top make-up artists from L'Oréal Paris will offer their first-class services to the stars, presenters and jury members. The close relationship between the worlds of film, beauty and fashion will be brought to light by a number of international L'Oréal Paris ambassadors, such as Catherine Deneuve, Ben Affleck, Milla Jovovich, Virginie Ledoyen and Gong Li – all of whom have been Berlinale guests in the past. This year's L'Oréal Paris VIP Club will also be given a new look: by the Berlin designer Yasmine Mahmoudieh with furnishings by the Swiss company de Sede, and lighting by Zumtobel. At www.lorealparis.de there will be daily reports from the Berlinale 2004, reports which also aim at making the film world more tangible and accessible to its users.

Volkswagen

Volkswagen will once again assist in providing the stars with a glamorous reception. For the second year, the entire fleet of cars for the festival and the *Berlinale Talent Campus* will be supplied by Volkswagen. 40 Phaeton limousines will bring guests to red-carpet events, and for the festival's *Campus*, *Panorama* and *Forum* sections, Touaregs and Multivans will be in operation. The

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automobile manufacturer is also organizing the Volkswagen Score Competition at the *Berlinale Talent Campus*. In this competition, the most outstanding contribution by a young film music composer and sound designer will be distinguished in the category *Sound and Music*.

The Volkswagen Golden Bear Lounge, at the heart of the Berlinale Press Center, will constitute a meeting point for stars and directors, while providing a place for interviews and small receptions. Moreover, the Volkswagen Golden Bear Lounge will give guests a chance to escape the bustle of the festival for a few quiet moments. With the assistance of Volkswagen, the *Kinderfilmfest 2004* will also be able to offer its guests and media representatives a meeting place for the first time: in the lounge of the Volkswagen Multimedia Center Zoon.com at Potsdamer Platz, a forum for encounters, talks, interviews and photo calls will be set up. In addition, live chats will be possible with the actors and directors of the youth films from *14plus*.

Sat.1

For seven years now, Sat.1 has been a main partner of the Berlin International Film Festival. In 2003, Sat.1's event management and department for entertainment played a decisive role in organizing the stage shows at the festival's opening night as well as all the gala premieres for the Competition films and the Berlinale award ceremony. The Berlinale and Sat.1 have renewed their successful collaboration for 2004. Once again, both the opening and final award ceremony will be hosted by the celebrated Anke Engelke. Furthermore, Sat.1 will broadcast the press conferences, news from the red carpet and other important events on the video wall outside the Berlinale Palast. Daily TV coverage on Sat.1, as well as the newly created Kino & DVD section at www.sat1.de will provide extensive information related to the Berlinale. Sat.1 will again welcome many stars and invited guests from the national and international movie world to the Sat.1 Lounge at the Spielbank Berlin.

Alongside these main partners, a large number of other enterprises will also be supporting the Berlinale in 2004. More information about them will be released in January 2004.

The Berlin International Film Festival would like to thank all its partners for their great commitment.

Press Office
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