

## Press Release



### Berlinale Film Talk – Art, Glamour and the Industry

Watching and talking about films: not only the actual screenings, but also opinions, conversations and – some pretty hot – disputes about the cinema are part of every festival. For the third time the Berlinale's film program will be accompanied by public panel discussions on current financial, political and aesthetic issues related to film. Subsumed for the first time under the heading *Berlinale Film Talk*, this year's topics will be: digitalization, stars, film and theater as well as the film industry in South Africa and Canada.

Diverse partners from the film industry, politics and society – and, of course, festival guests – will participate in these forums.

#### **International Content Summit I: Digitalization: Departure into a New Age or Intellectual Property Piracy Gone Wild?**

Tuesday, February 10, 2004, 10:30 a.m. – 12:30 p.m., Hessische Landesvertretung, In den Ministergärten 3, in German, free admission

The first of three *International Content Summit* events is dedicated to the strategies and consequences with which film and television producers as well as cinema operators respond to the challenges of the digital market. The panel will discuss how the film industry changes when the author becomes an entrepreneur and markets his product himself, and to what extent digitalization is taken into account by special copyright protection measures.

Organized in cooperation with: Berlin International Film Festival, Banff Television Foundation, NFP Neue Filmproduktion tv GmbH, Canadian Embassy

#### **International Content Summit II: Upcoming and Outstanding Locations: South Africa and Canada**

Tuesday, February 10, 2004, 2:00 p.m.– 4:00 p.m., Hessische Landesvertretung, In den Ministergärten 3, in English, free admission

The second panel will focus on South Africa, a flourishing film-producing nation, where a huge studio complex will open near Cape Town in 2005. In the future, additional impulses may come from the co-production agreement which is about to be signed between South Africa and Germany. Experts from Canada, which reached such an agreement with Germany 25 years ago, will report on how their country has been able to maintain its position on the international market.

Organized in cooperation with: Banff Television Foundation, NFP Neue Filmproduktion tv GmbH, Canadian Embassy

**54. Internationale  
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## Press Release

### **Framing Reality I: Seeing Stars – Stars and Star Cult**

Tuesday, February 10, 2004, 2:00 p.m. – 4:00 p.m., Otto-Braun-Saal, Staatsbibliothek zu Berlin, Potsdamer Straße 33, in German, admission free  
In cooperation with Einstein Forum, Bertelsmann AG as well as the Staatsbibliothek zu Berlin, the Berlinale is organizing three panel discussions under the heading *Framing Reality* which are to be dedicated to the myth of stardom. In the first event, entitled *Stars – and Star Cult*, the focus will be on why the term star has become so inflationary.

### **Framing Reality II: Reigning Stars – From the Dream Factory to Practising Politics**

Tuesday, February 10, 4:30 p.m. – 6:30 p.m., Otto-Braun-Saal, Staatsbibliothek zu Berlin, Potsdamer Straße 33, in German, admission free  
The second panel, *Reigning Stars – From the Dream Factory to Practising Politics*, will examine stars who have become politicians – and the consequences involved in such a switch. On the one hand, they exchange the dream world of the screen for a more normal life in society. On the other hand, through show elements and staging effects, they add to the aura and glamour of daily political activities.

### **Framing Reality III: Talking Stars**

Tuesday, February 10, 2004, 7:30 p.m. – 9:00 p.m., Kommandantur Bertelsmann, Unter den Linden 1, in English, tickets on sale for the general public and for registered festival guests (5,-(7,-) Euros)  
There is to be a surprise guest on the *Talking Stars* panel.

### **International Content Summit III: Enlargement is Enlightenment**

Wednesday, February 11, 2004, 10:00 a.m. – 12.30 p.m., Friedrich-Ebert-Stiftung, Hiroshimastraße 17, in English with German translation, admission free  
The third panel – *Enlargement is Enlightenment* – explores the degree to which film functions as a key medium in defining the cultural identity of Europe. A pressing question considering the approximately 460 US productions which face 600 European films from 25 EU member states each year.  
Organized in cooperation with the Friedrich-Ebert-Stiftung.

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### Film and/or Theater?

Friday, February 13, 2004, 10:30 a.m. – 12:30 p.m., Filmmuseum, 2nd floor, Potsdamer Straße 2, in German, admission free

Theater and cinema are media which both inspire and vie with one another, yet the diverse encounters which their artists have are neither openly discussed nor acknowledged. Thus this event will devote itself to the potential forms of cooperation between these two media. What changes and challenges do theater and film people see in working together?

All talks to be held on film and the cinema, including the public lectures at the Berlinale Talent Campus and discussions on the political background of the Marshall Plan film series, will be listed in the special Berlinale Film Talk flyer.

Press Office

January 26, 2004