Press Release

Frankfurt Book Fair and Berlinale in partnership

Book Fair and Berlin International Film Festival planning joint events as from 2005

The big literary film adaptations make it obvious: the film and book worlds are closely linked. The Frankfurt Book Fair and the Berlin International Film Festival are planning to cooperate in future on bringing the two industries even closer together, providing the rights trade in film material with an ideal additional platform. Jointly organised events at the industry's two get-togethers will aim to involve publishing companies more closely in activities at the Berlinale and in return, do the same for representatives of the film industry at the Book Fair. In this way, the Book Fair and the Berlinale will set the scene for exciting material to enjoy a second hit on screen after initial success in book form.

This cooperation will be launched at the 55th Berlin International Film Festival (10 – 20 February 2005) with a joint specialist event as part of the Berlinale Co-Production Market on 13 February 2005. In addition, there is to be a daily get-together for the publishing and film industries, giving representatives from both sectors an opportunity to exchange views and ideas and to set up new business contacts. Publishers will also be offered "How to do the Berlinale" introductory tours.

At the Frankfurt Book Fair in October 2005, the Berlinale will bring its experience to bear in several ways at the Forum Film & TV which was first set up in 2003. The pitch session being launched at the Book Fair 2004 for publishing companies to present their material to production companies will be expanded in 2005 in cooperation with the Berlinale. There are also plans for a series of Berlinale literary film adaptations to be screened in the Book Fair Cinema.

"The setting-up of a separate section for film at the Book Fair last year went down very well with the film and publishing industries. Cooperation with the Berlinale as a competent and influential partner will make it even easier for the publishing industry to bring its exciting material to the film industry", says Volker Neumann, president of the Frankfurt Book Fair.

55. Internationale Filmfestspiele Berlin
10. – 20.02.2005

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"Book Fair and the Berlinale are ideal forums in which to progress development of a vigorous international market for movie material", adds Berlinale director Dieter Kosslick. "Our cooperation brings together synergies and creates new opportunities for both industries. Furthermore, with the scheduling of the Book Fair in the autumn and the Berlinale at the beginning of the year, the timing is perfect for the industry."

Press Office
Sept. 30, 2004

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