



Berlin International Film Festival to continue its long-standing and successful partnership with L'ORÉAL PARiS and Volkswagen

The Berlinale has a long-standing partnership with its main sponsors L'ORÉAL PARiS and Volkswagen. The partnership between L'ORÉAL PARiS and the Berlin International Film Festival goes back to 1999. Volkswagen has been on board since 2003 and this has proved most rewarding.

L'ORÉAL PARiS shares its concern for aesthetics and perfection with screen stars from around the globe. Heike Panella, managing director of L'ORÉAL PARiS in Germany explains: "With its products L'ORÉAL PARiS has a strong affinity for worlds of beauty and the cinema, and after six successful years of cooperation is pleased to accompany the 55th Berlin International Film Festival again."

L'ORÉAL PARiS' ambassadors include celebrities from both the film and fashion worlds, such as Catherine Deneuve, Andie MacDowell, Laetitia Casta and Claudia Schiffer. Together with Milla Jovovich, Virginie Ledoyen, Aishwarya Rai and Gong Li, they stand for the diversity of aesthetic values found across the continents. Charlize Theron, who won a Berlinale Silver Bear in 2004 for Patty Jenkins' *Monster*, also belongs to the "dream team" of chief sponsor L'ORÉAL PARiS.

"Once again we are a main partner of this superb international cultural event", Dirk Große-Leege, head of corporate communications at Volkswagen, commented with pleasure. "The Berlinale also gives us a variety of opportunities to become involved content-wise. Moreover, the Berlin International Film Festival is a marvelous media platform for the presentation of our products to the public. From this perspective we are convinced that this partnership, which was launched in 2003, will prove successful for years to come."

Volkswagen is again placing its complete fleet of cars at the disposal of the Berlin International Film Festival for its entire duration. Guests will arrive at the Berlinale Palast for the opening and award ceremonies as well as gala premieres in Phaeton limousines and Touaregs. As in the past years, Volkswagen and the Berlinale will provide an exclusive circle of guests with an oasis from the bustle of the festival in the Volkswagen Golden Bear Lounge. The film teams of the *Perspektive Deutsches Kino* and *Panorama* sections will also be able to meet in the Volkswagen Golden Bear Lounge before their gala screenings.

*55. Internationale
Filmfestspiele
Berlin
10. – 20.02.2005*

Presse

Potsdamer Straße 5
10785 Berlin

Tel. +49 • 30 • 259 20 • 707
Fax +49 • 30 • 259 20 • 799

press@berlinale.de
www.berlinale.de

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

Geschäftsführung:

Dieter Kosslick
(Intendant Internationale
Filmfestspiele Berlin),
Dr. Thomas Köstlin
(Kaufmännischer Geschäftsführer),
Dr. Hans-Georg Knopp,
Dr. Joachim Sartorius

Vorsitzende des Aufsichtsrats:
Dr. Christina Weiss

Handelsregister: Amtsgericht
Charlottenburg Nr. 96 HRB 29357
USt ID DE 136 78 27 46



Pressemitteilung

For two years now, Volkswagen has also contributed to the *Berlinale Talent Campus*: The *Volkswagen Score Competition* enables young film composers and sound designers to set films to music in collaboration with the Film Orchestra Babelsberg. The *Volkswagen Score Competition*'s mentor is film music composer Antonio Pinto. At workshops focusing on "Successful Teamwork in Motion" and a series of lectures dedicated to "Designing Your Future", Volkswagen also intends to offer its know-how in the fields of personal management and design. Furthermore, Volkswagen will provide indispensable support for the realization of the *Talent Movies of the Week* and the accompanying *Making Of* documentaries by supplying all the vehicles required for their production.

"We are thrilled to be able to continue our successful public-private partnership with L'ORÉAL PARIs and Volkswagen in 2005. It will be reinforced this year by ZDF television station, our new main partner", festival director Dieter Kosslick emphasizes. "In the fact that the worlds of commerce and media are so committed to our festival, we see yet another indication of the Berlinale's high attractiveness. We are truly delighted to be able to celebrate the 55th Berlinale with these wonderful partners and sponsors."

Press Office
January 10, 2005