



Press Release

Berlinale 2008: Creative Sponsors and Loyal Partners

“The Berlinale’s positive development in recent years would have been inconceivable without the continued financial and creative support of our sponsors. We are particularly pleased to be celebrating the tenth anniversary of our partnership with L’ORÉAL PARIs in 2008. Volkswagen, ZDF and Hugo Boss have also supported the Festival for many years now. And as new and competent co-partner, we are delighted to welcome Vanity Fair, with its knowledge of film and the industry, on board.” *Dieter Kosslick*

L’ORÉAL PARIs

In the excellent partnership between the Berlinale and L’ORÉAL PARIs, dream worlds meet: the worlds of film and beauty. This year’s L’ORÉAL PARIs ambassadors are icons of cinema, pop and culture, and include Penélope Cruz, Pierce Brosnan, Jane Fonda, Aishwarya Rai, Milla Jovovich, Andie MacDowell and Beyoncé Knowles. With a campaign developed specifically for the Berlinale, L’ORÉAL PARIs once again demonstrates its passionate engagement for the Berlin International Film Festival. From January to March, promotion of the umbrella brand for the Berlinale 2008 will be in full swing under the motto “Sternstunden für Ihre Schönheit” [Your Magic Beauty Moments].

At the exclusive Berlinale VIP Club, the stars will be offered the opportunity to have their make-up done by L’ORÉAL PARIs. As special highlight for the tenth anniversary of the partnership, L’ORÉAL PARIs will also be installing a make-up studio at Potsdamer Platz. Here Berlinale visitors can have their faces done by professionals and try out the new L’ORÉAL PARIs-Berlinale look. At the opening gala and the awards ceremony, hostesses will again greet guests with L’ORÉAL PARIs’ coveted gift bags.

Volkswagen

Once again Volkswagen will provide Phaeton limousines for the stars’ glamorous arrival at this year’s gala premieres. In fact, for the sixth time, Volkswagen is supplying the entire fleet of cars for the Festival. In all, over 80 vehicles will be under way, including Phaetons, Passat BlueMotions, Touaregs, Caravelles and Tiguan.

In addition Volkswagen is continuing its engagement with regard to content

**58. Internationale
Filmfestspiele
Berlin
07. – 17.02.2008**

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- especially at the *Berlinale Talent Campus*. For the fifth time, the car manufacturer will hold the Volkswagen Score Competition, for which the famous film composer Gustavo Santaolalla (with Oscars for *Brokeback Mountain* and *Babel*) has been obtained as this year's mentor.

Another highlight will be a large public panel event on the topic "Cinema in the Crystal Ball: Future Thoughts on Filmmaking", which is to be held at the Hebbel am Ufer (HAU1) theatre on February 13. The event has been conceived in close collaboration with Wolfgang Müller-Pietralla, the director of Volkswagen's department for future developments and trend transfer, and the Berlinale's *Forum* section.

At the heart of the Berlinale Press Centre in the Grand Hyatt Berlin, the Volkswagen Golden Bear Lounge will again be an important meeting place for stars and the industry.

And within the context of *Forum expanded*, Franziska Cordes' *Mirage (Club Silencio)* will screen in the Volkswagen "startklar" Lounge.

On February 8, 2008, the traditional Volkswagen People's Night, organised by the Berlinale and Volkswagen, will be held for the first time in the Akademie der Künste (Academy of the Arts) at Pariser Platz.

ZDF/3sat

As main media partner of the Berlinale, the ZDF will - for the fourth year - stage all shows at the Berlinale Palast. It will also be responsible for recording the opening and closing galas as well as the Shooting Stars award ceremony, and for making them available to a number of national and international TV stations. This year's festive opening of the Berlinale will be hosted by Katrin Bauerfeind and broadcast live by ZDF's partner station, 3sat, from 7:00 p.m. onwards.

The ZDF Berlinale Studio, which will be located directly outside the Berlinale Palast, will provide extensive coverage for a number of programmes, including Germany's "morgenmagazin", "mittagsmagazin" and "Volle Kanne" specials. With "aspekte extra" and "Die lange Nacht der Berlinale", Germany's longest-running TV magazine for culture will report in-depth on the Festival. In the ZDF Lounge at Bistro Dietrich's in the Grand Hyatt Berlin, there will also be daily get-togethers for the film branch.

The 3sat magazine "Kulturzeit" will report weekdays at 7:20 p.m. on



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"Berlinale-Fenster"; and every night, at around 10:25 p.m., the "Berlinale-Journal" will wrap up the day with the latest pictures. 3sat will also broadcast the top event of the Berlinale, the Golden and Silver Bear Awards Ceremony with the subsequent final gala, live on "Kulturzeit extra" on Saturday, February 16 from 7:00 p.m. onwards.

HUGO BOSS

In addition to fitting out a VIP showroom for the directors and actors of *Competition* films and the International Jury, HUGO BOSS will again be supplying the sweatshirts, T-shirts, scarves, caps and gloves for the Berlinale's merchandise assortment in 2008, as well as sweatshirts for the 350 participants of the *Berlinale Talent Campus*. As exclusive gifts for VIP guests, HUGO BOSS will again produce its famous scarves with their special Jacquard-Berlinale look. For the first time, tickets for *Culinary Cinema* events can be bought in advance at the BOSS ORANGE store in the Max-Beer-Straße.

VANITY FAIR

VANITY FAIR is an international magazine on culture, fashion and politics, and one of the most famous media brands in the world. For the first anniversary of VANITY FAIR Germany and parallel to the opening of the Berlinale, a 100-page special Berlinale supplement will be published and sent with the magazine to all of Germany. Approximately 50,000 extra copies will be given away at Berlinale venues and other select locations around Berlin. This special supplement, conceived with the magazine's usual opulence, will give extensive background information, fascinating insights into Berlinale events, and coverage of significant film premieres and guests.

The VANITY FAIR Press Lounge on the first upper floor of the CineStar at Potsdamer Platz will provide an outstanding atmosphere for interviews and photo shootings. The Lounge will not only be a place for the Festival's renowned guests and media representatives from around the world, but will also be used by VANITY FAIR's own editorial staff. From here, vanityfair.de webzine will report on the Berlinale daily. In a special editorial section, it will provide comprehensive daily updates on Berlinale events.

Press Office
January 16, 2008