



Press Release

Berlinale 2009: Reliable Partners Also in Times of Crisis

"It would not be possible to realize a great event like the Berlinale without the unfailing support of the Federal Minister of Cultural Affairs and contributions from our sponsors. Despite the grim economic situation, we are pleased that our main partners, L'ORÉAL PARIS, Volkswagen, and ZDF/3sat have remained loyal to us. Moreover, our co-partners HUGO BOSS and VANITY FAIR are still members of the Berlinale family. We are particularly delighted to welcome our new co-partner TESIRO, an international jewelry company, on board," says Berlinale Director Dieter Kosslick.

L'ORÉAL PARIS

In the longstanding partnership between the Berlinale and L'ORÉAL PARIS, dream worlds meet: the worlds of film and beauty. This year's L'ORÉAL PARIS ambassadors include icons of cinema and culture, such as Penélope Cruz, Pierce Brosnan, Jane Fonda, Milla Jovovich, Andie MacDowell, and Aishwarya Rai, who stars in the film *Pink Panther II* that is having its international premiere at the Berlinale.

With a campaign developed specifically for the Berlinale, L'ORÉAL PARIS is demonstrating its passionate commitment to the Berlin International Film Festival. With the aid of these ambassadors, promotion of this umbrella brand for the Berlinale 2009 began in January and will continue on through March.

A team of Berlinale L'ORÉAL PARIS make-up artists will again style the stars for the red carpet. Due to its great success last year, L'ORÉAL PARIS will again install a make-up studio at Potsdamer Platz this year. Here professionals will apply make-up to Berlinale visitors, giving them this year's Berlinale look created by L'ORÉAL PARIS. At the opening gala and the awards ceremony, hostesses will again present guests with coveted L'ORÉAL PARIS gift bags.

Volkswagen

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

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Content-wise, Volkswagen will continue to be engaged in the *Berlinale Talent Campus*. For the sixth time the car manufacturer is putting on the Volkswagen Score Competition. Volkswagen is also supporting the European Shooting Stars again.

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

ZDF/3sat

As the Festival's main media partner for the fifth year, ZDF/3sat will stage all the 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 television stations. The festive opening of the Berlinale in 2009 will be hosted by Katrin Bauerfeind and transmitted live by ZDF's partner station, 3sat.

The Glass Studio of ZDF, which will be located directly outside the Berlinale Palast, will be used for extensive coverage by Germany's "morgenmagazin", "mittagsmagazin" and for "Volle Kanne" specials, amongst others. On "aspekte extra" and "Die lange Nacht der Berlinale", Germany's longest-running cultural magazine will report in-depth on the Festival. In the ZDF Lounge at "Restaurant mesa" in the Grand Hyatt Berlin, there will also be various get-togethers for the film industry.

The 3sat magazine "Kulturzeit" will report weekdays with "Berlinale-Fenster". "Berlinale-Journal" will wrap up the Festival each evening with the latest news and pictures. On Saturday, February 14, 3sat will also broadcast the Berlinale's most spectacular event, the final gala with the Golden and Silver Bear Awards Ceremony.

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 once more supply the sweatshirts, T-shirts, scarves, and ski-hats included in the Berlinale's assortment of merchandise in 2009. It will also provide the participants and experts of the *Berlinale Talent Campus* with sweatshirts. As is now tradition, HUGO BOSS will also produce the Berlinale's exquisite Jacquard cashmere scarves as gifts for VIP guests.



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VANITY FAIR

In several issues, VANITY FAIR will report extensively on what is happening at the Festival. Daily background articles about the Berlinale will also be available at www.vanityfair.de.

The VANITY FAIR Lounge, a very stylish venue, is situated in Sony Center's historic Breakfast Salon, right next to "Josty" restaurant. From 9 am to 6 pm, the VANITY FAIR Lounge will be open to the press for interviews and photo shootings. Each night, this location will turn into a hot spot for our illustrious festival guests, VANITY FAIR VIPs, and representatives of the media from all over the world. In a relaxed atmosphere, drinks and snacks will be served, while a different set of DJs will perform daily.

TESIRO

We are delighted to welcome TESIRO, one of the world's leading diamond processing companies, on board as the Berlinale's new co-partner. Thanks to TESIRO, we will present - for the first time in our history - an exclusive Berlinale jewellery collection during the 59th Berlin International Film Festival.

As a special service, TESIRO is setting up a Jewelry Salon. Here Berlinale VIP guests will be able to borrow select pieces to adorn their evening clothes for their grand appearances on the red carpet. What is more, TESIRO is providing exquisite gifts for our guests at the Berlinale VIP Club.

As our co-partner, TESIRO will also support the European Shooting Stars.

Press Office
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