

Press Release



Berlinale 2010: Celebrating Our Official Partners

"In 2010 we are not only celebrating the Berlinale's 60th anniversary, but also our partners' continuing commitment. The Festival would not be possible without the support of the Minister of State for Culture Bernd Neumann and our sponsors. And this year we have a new main partner: BMW. Our two other main partners - L'ORÉAL PARIS and ZDF - have been loyal to us for years. We have also entered into a new partnership with ARD Degeto, and would like to welcome them on board alongside the Festival's other co-partners, HUGO BOSS and TESIRO," says Berlinale Director Dieter Kosslick.

BMW

With the motto "Joy loves the big screen" BMW has committed itself to be a new main partner of the Berlin International Film Festival. BMW will be providing the entire fleet of automobiles for the Festival and the *Berlinale Talent Campus*: more than 150 vehicles, including the latest BMW 7 Series Limousine, the new BMW 5 Series Gran Turismo as well as cars from the BMW 1 and 3 Series. In addition, classic BMW models from over six decades, a number of which have also "starred" in films, will be under way.

BMW will also use the Berlinale as a platform to present its groundbreaking and sustainable concepts for its new engines. Even before they are officially introduced to the market, BMW ActiveHybrids will be in operation at the Festival.

What's more, the BMW will enhance the Berlinale with its BMW Golden Bear Lounge at the heart of the Berlinale Press Centre. And on February 12, BMW will invite guests in collaboration with BUNTE magazine and the Berlinale to "Festival Night", which promises to be an extraordinary social highlight.

L'ORÉAL PARIS

In the longstanding partnership between the Berlinale and L'ORÉAL PARIS dream worlds meet: the world of film and the world of beauty. The L'ORÉAL PARIS ambassadors include icons of cinema and culture such as Penélope Cruz, Eva Longoria, Jane Fonda, Milla Jovovich, Andie MacDowell, Aishwarya Rai, Patrick Dempsey and, new in 2010, Diane Kruger.

With its specially developed campaign "60 Years of the Berlinale", L'ORÉAL PARIS is again demonstrating its passionate commitment to the Berlin International Film Festival.

*60. Internationale
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Press Release

L'ORÉAL PARIS' team of make-up artists for the Berlinale will style the stars for the red carpet. And for visitors to the Festival, L'ORÉAL PARIS is again setting up its Cocobello Make-up Lounge at Potsdamer Platz. L'ORÉAL PARIS hostesses will also be presenting guests with its coveted gift bags at both the opening gala and awards ceremony again.

ZDF

As the Festival's main media partner, ZDF/3sat will again be staging all the shows at the Berlinale Palast. It will also be responsible for recording the opening gala and the closing awards ceremony as well as the Shooting Stars awards ceremony, and for making the footage available to a number of national and international television stations. The festive opening of the 2010 Berlinale will be hosted by Anke Engelke and transmitted live by 3sat, a ZDF partner station.

On February 12, arte - also a ZDF partner station - will broadcast the gala event at the Friedrichstadtpalast that will mark the world premiere of the restored original cut of the film classic *Metropolis*. The 3sat magazine "Kulturzeit" will report on the Festival weekdays on "Berlinale-Fenster" and "Kulturzeit extra: Berlinale-Journal".

3sat will also broadcast live a special show on February 20, the highpoint of the Berlinale, the Golden and Silver Bear Awards Ceremony.

ARD Degeto

We are delighted that ARD Degeto will be a co-partner of the Berlinale in 2010 for the first time. Professionals of the industry can meet daily in the ARD Degeto Lounge at Weilands on Marlene-Dietrich-Platz.

The highlight of ARD Degeto's involvement will be a reception on February 12 for some 1,000 selected guests from the film and media world in Berlin's Museum for Communication.

HUGO BOSS

In 2010, HUGO BOSS will be a co-partner of the Berlinale for the seventh time. In addition to setting up a VIP showroom for the directors and actors of *Competition* films and the International Jury, HUGO BOSS will once again supply the sweatshirts, T-shirts, knit caps and scarves, as well as new "wellness" pants for the Berlinale's assortment of merchandise in 2010. It



Press Release

will also provide the participants and experts of the *Berlinale Talent Campus* with sweatshirts.

As has become tradition, HUGO BOSS has once again designed scarves with that special Berlinale look as gifts for VIP guests: cashmere scarves in red for men and silk pashmina scarves in an elegant silver for women.

TESIRO

TESIRO, one of the world's leading diamond processing companies, is co-partner of the Berlinale for the second year. And TESIRO is again presenting an exclusive Berlinale jewellery collection.

As a special service, selected festival VIP guests will be able to borrow exquisite pieces of jewellery to adorn their evening wear.

On February 14, to celebrate both the Berlinale and Chinese New Year's Day, TESIRO will be organising a reception at the Belgian Embassy. To mark the occasion, TESIRO will present the Berlinale with a special glittery birthday gift. As one of its co-partners, TESIRO is also supporting the European Shooting Stars.

Third-party partners of the Berlinale 2010 are: Berliner Pilsner, German Wine Institute (DWI), German-French Youth Office (GFYO), the Gesellschaft zur Verwertung von Film- und Fernsehrechten (GWFF - a society for safeguarding film and television rights), Pictorion das werk, rbb broadcasting station, TNT Film, TV Movie, Vogue and Wall AG.

Suppliers of the Berlinale 2010 are: Arri, Barco, Berlin Partner, BerlinPlakat, BUNTE, Cerruti Baleri, COLT Telecom, Dolby, Rabenhorst Juices, Nikon, NORDA Water, TNT Express, Vranken Pommery Champagne.

Press Office
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