

## Press Release



### The Berlinale Partners and Their Broad Commitment

"Besides the loyal support of Minister of State and Commissioner for Culture and Media Affairs, Bernd Neumann, the financial assistance that the Festival receives from its partners is indispensable. Our partners' passionate and professional engagement also contributes invaluable to the Festival's success. Our contract with ZDF has been extended until 2013. We are especially pleased that for the first time Moët & Chandon will be the Berlinale's official champagne supplier," says Berlinale Director Dieter Kosslick.

### L'ORÉAL PARiS

As Berlinale's official cosmetic specialist, L'ORÉAL PARiS will ensure that the stars look perfect on the Red Carpet. In this long-standing partnership, the world of film meets the world of beauty. The faces of L'ORÉAL PARiS include many film icons, for instance, Milla Jovovich, Rachel Weisz, Jane Fonda and Diane Kruger, who plays a leading role in the *Competition* entry and opening film of the 62nd Berlinale: *Les adieux à la Reine*.

In the exclusive Berlinale VIP Club, a L'ORÉAL PARiS team of make-up artists will style the stars for their appearance on the Red Carpet. Berlinale visitors will also have the chance to get the latest "Berlinale look", free of charge, at the L'ORÉAL PARiS Make-Up Studio at Potsdamer Platz.

L'ORÉAL PARiS has invited Andie MacDowell to attend the Berlinale. On February 12, she will share her experiences with participants at the workshop "Up Close & Personal: Andie MacDowell on Acting", which is being held within the framework of the *Berlinale Talent Campus*.

### ZDF

The Berlinale's main media partner produces all of the stage events in the Berlinale Palast - from the opening gala, the Shooting Stars Awards, the presentation of the Honorary Golden Bear, to the closing Award Ceremony of the International Jury. ZDF is in charge of making TV footage of these events available to many national and international television networks.

Anke Engelke will again host the festive opening ceremony of the Berlinale 2012, which will be transmitted live by 3sat, the ZDF's partner station, at 7:20pm during the programme "Kulturzeit Extra". 3sat will also broadcast the Berlinale's highpoint live: the Golden and Silver Bear Awards Ceremony in a special programme that starts at 7pm on February 18.

62. Internationale  
Filmfestspiele  
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Amtsgericht Charlottenburg  
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USt ID DE 136 78 27 46



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### BMW

The Berlinale's exclusive automobile partner is again providing an entire fleet of vehicles for the Festival and the *Berlinale Talent Campus*. In addition to top-class sedans, BMW will also delight the public at the Red Carpet with a selection of their incredible classic cars. Once again, stars will arrive in a BMW 326 Cabriolet (1936), a BMW 501 "Isar 12" (1960), a BMW 3200 CS (1962), a BMW Z8 (2000), and an elegant Rolls-Royce.

The world's most sustainable carmaker, according to the Dow Jones Sustainability Index, is also very well connected in the world of film. It will support the TEDDY Award and Studio Babelsberg's anniversary party, as well as selected film premiere parties during the Berlinale. In the BMW Golden Bear Lounge at the heart of the Berlinale Press Centre, BMW will welcome filmmakers and their stars, as well as festival guests and representatives of the media. In cooperation with the Deutsche Filmakademie, BMW is holding the "Film Talks" series, moderated by Florian Gallenberger, from February 15 to 17.

On February 10, BMW will be inviting guests to their glamorous Festival Night at the Humboldt Carré.

For the third time, MINI is the exclusive mobility partner of the Shooting Stars. During the Berlinale, these young European actors will be shuttled to events in MINIs that they have individually decorated.

### HUGO BOSS

Renowned fashion company HUGO BOSS will be setting up an exclusive showroom for the actors and directors of *Competition* films and the International Jury. Moreover, HUGO BOSS has produced the sweatshirts, T-shirts, scarves and caps for our popular Berlinale merchandising collection. For each edition of the Festival, Hugo Boss also creates a much-coveted gift for VIP guests: a cashmere scarf with the unique Berlinale look.

The legendary HUGO BOSS party at the Berlinale will take place this year on February 15.

### TESIRO

TESIRO, a leading Chinese manufacturer of luxury items, will be setting up its exclusive Jewellery Lease Suite as service for the Berlinale's celebrity guests. Here VIP guests may borrow selected pieces of jewellery from the exquisite Berlinale Collection for their perfect appearance on the Red Carpet.



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At the Festival, TESIRO is also setting up a special press lounge for Chinese media representatives.

TESIRO is the main sponsor of the Shooting Stars Awards and has designed a statuette for the occasion.

### ENTEKA

The green energy provider Enteka is supporting the Berlinale's aim to achieve a more sustainable climate footprint. First measures to reduce the CO2 emissions have already been implemented. By switching all Berlinale offices over to green electricity, the carbon footprint of the entire operation could be reduced by twelve percent.

With the assistance of Enteka, the Berlinale was able to compensate for all its emissions in 2011 - except for those resulting from the travelling of accredited professionals and guests.

Within the framework of this year's campaign "1,000 Reasons For Renewable Energy", Enteka will stage a "Climate Revue" focussing on the topic of climate protection at different Berlinale venues. The public is called upon to submit reasons of its own. For each one submitted, Enteka will donate 10 euros for solar energy panels for the "Opera Village" project in Burkina Faso that was initiated by Christoph Schlingensiefel.

### GLASHÜTTE ORIGINAL

With a long tradition in fine watchmaking, Glashütte Original invites selected guests and representatives of the media up into the skies above Berlin. In the exclusive Glashütte Original Lounge on the 24th floor of the Kollhoff Building there is room for interviews, small receptions and individual work meetings.

Thanks to funding from Glashütte Original, the "Made in Germany - *Perspektive* Fellowship" has been endowed with 15,000 euros. It will be awarded within the scope of *Perspektive Deutsches Kino* for the first time at the Berlinale 2012.

The winner will be announced at the award ceremony that will take place during the opening of the *Perspektive* in CinemaxX 3 on February 10. At 3pm on Saturday, February 11, a press Q&A session will be held at the Glashütte Original Lounge.

**Third-party partners 2012:** Arri Media Services, Barco, German Wine institute (DWI), French-German Youth Service (FGYO), Moët & Chandon, rbb, TNT Film, TV Movie and Wall



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The Best Feature Award has been endowed with 50,000 euros by the "Gesellschaft zur Verwertung von Film- und Fernsehrechten" (GWFF), a society for safeguarding film and television rights. The members of the 2012 jury are: Hania Mroué (Festival Director, Lebanon), Moritz Rinke (novelist and playwright, Germany) and Matthew Modine (actor, USA).

The Berlinale Cameras are donated each year by the renowned goldsmith Georg Hornemann, who is based in Düsseldorf.

**Section partners 2012:** IFA (host of the *EFM* Industry Debates), WMF (*Culinary Cinema*)

**Suppliers 2012:** BerlinPlakat, Cerruti Baleri, CineStar Cubix, Colt, Dolby, fatboy, Haus Rabenhorst, Kinoton, Nikon, Sonnentor, TOP-Ix, TNT Express, Viva con Agua

Press Office  
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