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Press contact:
24U Media/ Susann Pataki

Berlin International Film Festival
Berlinale Talent Campus

Potsdamer Straße 5 · D-10785 Berlin
phone/fax: +49 30 887 155 41/ -40
press.campus@berlinale.de
www.berlinale-talentcampus.de

Canon Is a New Principal Partner of the *Berlinale Talent Campus*

The *Berlinale Talent Campus* is pleased to announce Canon Europe as a new main partner. The agreement includes events with renowned cinematographers, a three-part workshop series "Change your Lens, Change Your Story" and the Post-Production Studio of the *Berlinale Talent Campus*. In addition, Canon is providing the *Campus* with technical equipment to produce promotional reels, the *Campus* trailers and for the first time, portraits of all *Campus* participants.

Kieran Magee, Director of Professional Imaging, Canon Europe, commented, "Our new partnership with the *Berlinale Talent Campus* is something we are extremely proud of. Canon's core principal, and that of our EOS system, is to empower users to create high quality imagery with products that are also easy to use. This partnership will help us bring these principals to a new generation of filmmakers and enable them to express their creative vision."

"Speaking Images: The Cinematographer's Perspective", is the title of the *Berlinale Talent Campus* master class being held for the first time this year in cooperation with Canon. Directors of photography Philippe Le Sourd (*The Grandmaster* by Wong Kar Wai) and Matthew Libatique (*Black Swan, Requiem for a Dream* by Darren Aronofsky) will talk about their experiences collaborating with various filmmakers, illustrate this with excerpts from their work and discuss how the "look" of a film can be determined using the right camera techniques.

The Post-Production Studio is set up to handle the complex digital workflow following a shoot, and provides directors, cinematographers, editors and producers the opportunity to work with the newest equipment and to experience more about this decisive phase of production alongside mentors Birgit Gudjonsdottir (*Our Grand Despair*) and Dirk Meier (*Antichrist, Dredd*). The Post-Production Studio is created in cooperation with Canon, the dffb and the Berlin-based company tectum -film equipment rental.

In 2013, "Canon presents" a new three-part workshop series entitled "Change Your Lens, Change Your Story" with cameras (Canon EOS C300, EOS C500 and EOS-1D C) provided by Canon. Award-winning American filmmaker David Leitner will present and discuss the production and post-production advantages of using modern yet affordable digital cameras. The workshop gives insight into the latest developments in fundable filmmaking and how a new generation of HD and 4K cameras, through technical changes alone, will make storytelling easier for filmmakers in the future.



Portrait and commercial photographer Jörg Kyas from Hanover will create 300 portraits of the *Berlinale Talent Campus* participants in 2013. The photos will gradually be posted on www.berlinale-talentcampus.de during the *Campus* and presented in the HAU Hebbel am Ufer at the end of the *Campus* week.