



Press Release

Festival Poster for the Berlinale 2014

Starting in mid January, the Berlinale poster will be displayed at the Potsdamer Platz and across the city, and so set the mood for the 64th Berlin International Film Festival, which will take place from February 6th to 16th, 2014.

“The Berlinale Bear is and remains an extremely popular mascot - not only with our movie-loving Berlin audiences but also our international guests. This year an entire parade of bears will colourfully brighten Berlin’s cityscape and light the way to the cinema,” says Festival Director Dieter Kosslick.

“With its eye-catching design in a variety of bold colours, the poster will whet people’s appetite for the diversity promised by this year’s Berlinale,” comments BOROS, the agency that created the 64th Berlinale’s key motif.

Press Office
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**64. Internationale
Filmfestspiele
Berlin
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