



Press Release

Ongoing Support from the Official Partners of the 68th Berlin International Film Festival

In addition to its Principal Partners - Audi, Glashütte Original, L'Oréal Paris and ZDF -, the Berlinale has the support of more than 30 national and international enterprises. The festival's co-partners are Mastercard and Leysen1855 (formerly Tesiro).

"We would like to express our gratitude to Prof. Monika Grütters for the support of the federal government. Our special thanks also go to all of the Berlinale's Official Partners. This year a very extraordinary anniversary is approaching: True to the motto "No Make-up, no Movies", we are celebrating the 20th anniversary of our partnership with L'Oréal Paris. Our other Principal Partners - Audi, Glashütte Original, and ZDF - have also remained loyal to us for many years. Their ongoing support allows the Berlinale to cultivate and expand its core brand identity: programme diversity, good service and, last but not least, its position as the world's largest A-category film festival for the public," says Festival Director Dieter Kosslick.

The Principal Partners

Audi

With around 300 vehicles, Audi, as the festival's official automotive partner, is again supplying the Berlinale with a wide range of models. Audi will chauffeur the stars to the Opening Gala on February 15, 2018, to the daily gala premieres, as well as the Award Ceremony on February 24, 2018. With its multifaceted [Berlinale Open House Programme](#), the Audi Berlinale Lounge offers festival visitors and film professionals interesting discussions, fascinating workshops and, for the first time, morning Red Carpet Yoga Sessions. With top quality music, the Berlinale Lounge Nights will round off each day. The Audi Berlinale Lounge is a festival experience that goes beyond the cinema seat and offers countless exciting encounters - for everyone.

Since launching the Audi Short Film Award in 2015, the brand with the four rings has especially devoted itself to promoting talent. Endowed with € 20,000, the prize is awarded to a film from the *Berlinale Shorts* section and presented during the official Award Ceremony by the International Short Film Jury. In addition, Audi has again been responsible for producing the popular festival bag and setting up an official Berlinale advance ticket office at Audi City Berlin (Kurfürstendamm 195).

**68. Internationale
Filmfestspiele
Berlin**
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Glashütte Original

For the second time, the watch manufacturer Glashütte Original is sponsoring the Glashütte Original – Documentary Award. Nominated this year are a total of 18 films from the *Competition*, *Berlinale Special*, *Panorama*, *Generation*, *Perspektive Deutsches Kino*, and *Forum* sections, and the *Culinary Cinema* special series. Endowed with € 50,000, the prize will be presented during the official Award Ceremony at the Berlinale Palast. The prize money will be split equally between the director and the producer of the winning film. In addition, Glashütte Original is providing the trophy, crafted at the company's manufactory in Saxony. This year's jury members are Cíntia Gil (Portugal), Ulrike Ottinger (Germany), and Eric Schlosser (USA).

As Principal Partner, Glashütte Original is also the official host of the Golden Bear Lounge at the Grand Hyatt Berlin - the central meeting place for film teams from the official programme and other eminent festival guests.

L'Oréal Paris

With the 68th Berlinale, L'Oréal Paris is celebrating its 20th anniversary as the festival's official cosmetics partner. From February 15 to 25, 2018, by providing an exclusive team of highly professional and experienced make-up artists and stylists, L'Oréal Paris will again give the international stars the perfect look for the Red Carpet.

Here the world of film is closely related to the world of beauty, as will be demonstrated by the glamorous appearances of film icons and brand ambassadors such as Julianne Moore, Jane Fonda, Andie MacDowell, and Gong Li. In this anniversary year, on invitation of L'Oréal Paris, Helen Mirren and Elle Fanning will also shine on the Red Carpet. German brand ambassadors Iris Berben, Heike Makatsch, Lena Meyer-Landrut, and Wotan Wilke Möhring are also expected to attend. In addition to the L'Oréal Paris Make-up Studio at Potsdamer Platz, where the public may also get the latest "Berlinale Look", free of charge, L'Oréal Paris is presenting an exclusive pop-up store and an extensive "content factory" revolving around the cosmetics brand's latest products in the Rosenhöfe at Hackesche Markt from February 17 to 25.

ZDF

As the festival's Principal Media Partner, ZDF/3sat produces and broadcasts all of the stage events at the Berlinale Palast - from the Opening Gala to the Shooting Stars Awards, the presentation of the Honorary Golden Bear, and the Award Ceremony with the International Jury. As pool leader, ZDF is also in charge of providing TV images to countless national and international broadcasters covering the festival.



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The Opening Gala of the Berlinale 2018 will be broadcast live by 3sat, ZDF's partner station, during the programme "Kulturzeit extra". 3sat will also televise the absolute highlight of the Festival in a special live broadcast: the presentation of the Golden Bear and the Silver Bears by the International Jury on February 24, 2018.

Events, such as industry get-togethers, are held daily in the ZDF Lounge at the Grand Hyatt Berlin.

The Co-Partners

Mastercard

Mastercard, a forward-looking technology company, has been a co-partner of the Berlin International Film Festival since 2015. During the 68th Berlinale, for every ticket purchased with a Mastercard® or payment made at participating "Priceless Berlin" partners from February 12 to 25, 2018, ten school meals will be donated to the United Nations World Food Programme. There will be an exclusive Mastercard ticket counter in the Potsdamer Platz Arkaden. Payment with Mastercard® is also possible at all other advance ticket counters as well as at the online ticket shop. Moreover, this year Mastercard is supporting the *Panorama* Audience Award for the first time. During the festival, Mastercard® holders may also look forward to numerous promotional offers.

Leysen1855 (formerly Tesiro)

In spring 2017, Tesiro was delighted to announce that it had merged with Leysen1855, Official Supplier to the Belgian Court. Tesiro has been an official partner of the Berlinale since 2009 and so Leysen1855 will celebrate its 10th anniversary during the upcoming festival.

With a history of over 160 years, Leysen1855 has always designed jewellery of symbolic importance for outstanding occasions. This year Leysen1855 is presenting a brand-new look with its special Berlinale collection of the finest diamond, jade and coloured gem jewellery. These stunning pieces will enable national and international stars to stand out on the Red Carpet. In addition, Leysen1855 will continue to support the European Shooting Stars.

Initiative partners in 2018: ARRI and Nespresso (co-partners of Berlinale *Talents*), Canada (*EFM "Country in Focus"*)

Third partners in 2018: ARRI, Colt Technology Services, Dell EMC, Dolby, GWFF, rbb TV station, TV Movie.



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The Gesellschaft zur Wahrnehmung von Film- und Fernsehrechten (GWFF), a society for safeguarding film and television rights, is funding the GWFF Best First Feature Award with a cash prize of € 50,000. The jury members in 2018 are Jonas Carpignano, Călin Peter Netzer, and Noa Regev.

Suppliers in 2018: Akkumat, Aspera - an IBM company, Barco, Canon, ChariTea, CineStar, Deutsches Weininstitut (DWI), Harkness Screens, Haus Rabenhorst, Husumer Mineralbrunnen, Nespresso, Potsdamer Platz - Brookfield, Rohde & Schwarz, Rolf Benz, Sony Center at Potsdamer Platz, TOP-IX, Vranken Pommery, Wall.

For those covering the festival, see the [website of the Berlinale](#) for further information about all the partners and their contact persons.

Press Office
February 13, 2018