



Press Release

Applause for the Official Partners of the Berlinale

The 69th Berlin International Film Festival is again receiving support from its Principal Partners – L'Oréal Paris, ZDF, Glashütte Original and Audi – and its co-partners – Leysen1855 and Mastercard – as well as some 30 other national and international enterprises.

“I would like to express my warmest gratitude to all the Official Partners of the Berlinale. Without the generous support and passionate commitment of our partners, it would hardly have been possible for the festival to develop as it has over the past 18 years,” says Festival Director Dieter Kosslick in remarking on the importance of the Berlinale’s sponsors.

The Principal Partners

Audi (Official Partner since 2014)

Official automotive partner Audi will provide approximately 250 vehicles, including the Audi e-tron, the first fully electric model from the brand with the four rings to go into serial production. As has become customary, Audi will chauffeur the stars in style to the Red Carpet for the Opening Gala, gala premieres, and Award Ceremony.

As in past years, the Audi Berlinale Lounge will be located in front of the Berlinale Palast and present a varied programme, with stimulating discussions and music events. A festival adventure during which the protagonists of films can be experienced up close – open to the public for cinema fans, trade professionals and journalists.

For more details about the programme, go to:

www.berlinale.de/berlinaleopenhouse

The company, with headquarters in Ingolstadt, has supported talented short film directors at the Berlinale with the Audi Short Film Award since 2015. Endowed with 20,000 euros, the prize for experimental cinematic art is presented during the official Award Ceremony by the International Short Film Jury. Jeffrey Bowers (USA), Vanja Kaludjercic (Croatia), and Koyo Kouoh (Senegal) are the members of this year’s jury.

In addition, Audi has again been responsible for producing the popular festival bag.

69. Internationale
Filmfestspiele
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Presse

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Staatsministerin
Prof. Monika Grütters MdB

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Press Release

Glashütte Original (Official Partner since 2011)

Watch manufacturer Glashütte Original is sponsoring the Glashütte Original - Documentary Award for the third time. This year a total of 17 films have been nominated from the *Generation*, *Forum*, *Panorama* and *Perspektive Deutsches Kino* sections, as well as the *Culinary Cinema* special presentation. Endowed with 50,000 euros, 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 in the company's manufactory in Saxony.

This year's jury members are Maria Ramos (Brazil), Gregory Nava (USA) and Maria Bonsanti (Italy).

L'Oréal Paris (Official Partner since 1999)

With its professional team of make-up artists and stylists, the Berlinale's official cosmetics Partner will provide the stars with the perfect look for the Red Carpet. The world of film is closely related to the world of beauty, as demonstrated by film icons such as Helen Mirren, Julianne Moore, Jane Fonda, and Andie MacDowell.

Next to the L'Oréal Paris Make-up Studio at Potsdamer Platz, where the public can get a free Berlinale look makeover, L'Oréal Paris will be opening the WORTH it! CAFÉ in the Neptune Design Center from February 8 - 17. Alongside the latest popular beauty innovations, make-up workshops with make-up artist Miriam Jacks will be offered free of charge.

On select days, German brand ambassadors, such as Iris Berben, Heike Makatsch, Lena Meyer-Landrut, and Stefanie Giesinger, will also be on hand to supplement the programme, for instance, with a reading, talk, or concert. To participate please register at: <https://lounge.loreal-paris.de/berlinale/>

ZDF (Principal Media Partner since 2005)

Our Principal Media Partner has been supporting the Berlinale for 15 years now. ZDF produces and broadcasts all of the stage events at the Berlinale Palast – from the Opening Gala, the presentation of the European Shooting Stars and Honorary Golden Bear, to the Award Ceremony with the International Jury. As pool leader, ZDF is also in charge of providing TV images to countless national and international TV broadcasters covering the festival.

The festive Opening Gala of the Berlinale 2019 will be televised live by



Press Release

3sat, ZDF's partner station, during the programme "Kulturzeit extra". The Berlinale's final highlight, the presentation of the Golden and Silver Bears by the International Jury, will also be broadcast live by 3sat on February 16, 2019.

The station will also report on TV and at ZDF Online in detail about the Berlinale. Industry get-togethers will take place daily in the ZDF Lounge at the Grand Hyatt Berlin.

The Co-Partners

Mastercard (Official Partner since 2015)

The future-oriented technology company Mastercard is a co-partner of the Berlin International Film Festival for the fifth time.

There will be an exclusive Mastercard ticket counter in the Potsdamer Platz Arkaden. Payment with Mastercard® is also possible at all other advanced ticket counters as well as the online ticket shop. During the festival, Mastercard holders can also look forward to a number of promotional offers in and around the Potsdamer Platz Arkaden.

In 2019, Mastercard is also operating the exclusive Mastercard Berlinale Lounge at the Zoo Palast for the first time. From February 7 to 17, the Lounge will be open from 10 am to 10 pm. Furthermore, Mastercard is the partner of *Culinary Cinema* for the first time.

As a forward-looking enterprise, Mastercard - like the Berlinale – is dedicated to innovative projects and yet remains at all times aware of its social obligations to society.

Leysen1855 (Official Partner since 2009)

This year Leysen1855 is again presenting a glamorous Berlinale jewellery collection of brilliant diamonds. These stunning pieces enable national and international stars to have the perfect look on the Red Carpet. In the 160 years of the company's history, Leysen1855 has designed made-to-order jewellery for and with its customers with the greatest precision and care. Since the 1980s, Leysen1855's flagship store has been located at one of Brussels' most elegant squares, the Place du Grand Sablon, where fine jewellery is made by renowned jewellers. Thanks to years of know-how, the company has also become the official supplier to the Belgian Court.

In 2019, Leysen1855 will continue to support the European Shooting Stars.



Press Release

Initiative and section partners & hosts

ARRI (co-partner of *Berlinale Talents*), IFA (host of the “EFM Industry Debates”), Mastercard (partner of *Culinary Cinema*).

Third partners: ARRI, Colt Technology Services, Dell EMC, GWFF, rbb - Rundfunk Berlin-Brandenburg, Wall.

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 50,000 euros in prize money. In 2019, the jury members are: Alain Gomis (France), Katja Eichinger (Germany), Vivian Qu (China).

Suppliers: Akkumat, IBM Aspera, Canon, ChariTea, CineStar, Cinionic, Deutsches Weininstitut (DWI), Dolby, Forum Event Management, Rabenhorst, Husumer Mineralbrunnen, Nespresso, Potsdamer Platz/Brookfield, Rohde & Schwarz, Rolf Benz, TOP-IX, Vranken Pommery.

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

Press Office
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