

## Press Release



### Festival Poster for the Berlinale 2013

The 63<sup>rd</sup> Berlin International Film Festival will take place from February 7 to 17, 2013. As of mid January, the poster for the Berlinale 2013 will be displayed around the Potsdamer Platz and then all over Berlin. The poster's motif will also appear on many of the Festival's publications.

"The poster for the Berlinale 2013 will again add a bright note to the city's winter landscape and set the mood for the Festival. The Berlinale Bear has no time to sleep in winter," says Festival Director Dieter Kosslick.

"The Berlinale Bear is an eye-catcher and an incredibly strong symbol. Even if it is not completely visible, it is recognizable. And the use of many colours underscores the Berlinale's vibrant image," states BOROS, the agency designing the artwork for the 63<sup>rd</sup> Berlin International Film Festival.

To see the Berlinale poster 2013, go to: [www.berlinale.de](http://www.berlinale.de)

Press Office  
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*63. Internationale  
Filmfestspiele  
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