

Press Release



The Poster for the Berlinale 2011

The 61st Berlin International Film Festival will take place from February 10 to 20, 2011 and yet already in mid-January the Berlinale will call attention to itself citywide: the 2011 Berlinale poster, which has a big "B" at its centre, will first be on display at Potsdamer Platz and then all over Berlin. What's more, the poster's motif will adorn many of the Festival's publications.

"'B' stands for the Berlinale as well as Berlin. In the background we decided to use luminous beams radiating outwards, a design element that goes back to poster art of the 1920s and alludes to the Berlinale's extraordinary aura," says the Boros Agency that designed the artwork for the 61st Berlin International Film Festival.

A picture of the 2011 Berlinale poster is now on view at www.berlinale.de

Press Office
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*61. Internationale
Filmfestspiele
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