



## Press Release

### Loyalty Pays Off. Sponsors at the 63rd Berlinale

In 2013, the Festival is celebrating "big" anniversaries with ten companies. L'ORÉAL PARIS, for instance, has been a Principal Partner of the Berlinale for 15 years. This duration underscores the Berlinale's attractiveness as a platform for sponsors. New to the Berlinale family are Samsung as a Third-Partner, and Doremi and DVS as Suppliers. For the first time, Canon will also support the *Berlinale Talent Campus* as a Principal Partner.

"We would like to thank Minister of State for Culture and Media Affairs Bernd Neumann and Germany's Ministry for Culture (BKM) for their unfailing support. Further more relations with our partners from business and industry have also developed wonderfully. In addition to financial support, there are a number of initiatives focussing on content that enhance the Festival", says Berlinale Director Dieter Kosslick.

### L'ORÉAL PARIS

To celebrate the 15th anniversary of its partnership with the Berlinale, L'ORÉAL PARIS will be welcoming acting legend Jane Fonda and Germany's new L'ORÉAL PARIS ambassador Heike Makatsch to the Red Carpet at the opening of the Festival.

As the Berlinale's official cosmetics specialist, L'ORÉAL PARIS will help the stars find the perfect look for the Festival. For the world of film meets the world of beauty in this long-lasting partnership. The faces of L'ORÉAL PARIS include many icons of film, such as Julianne Moore (since January 2013), Milla Jovovich, Gerard Butler and Freida Pinto.

In the exclusive Berlinale VIP Club, a team of L'ORÉAL PARIS beauty experts will style the stars for their Red Carpet appearances. And Festival-goers will again have the chance to get the latest "Berlinale look", free of charge, at the L'ORÉAL PARIS Make-up Studio at Potsdamer Platz.

### ZDF

As the Berlinale's main media partner, ZDF will again be producing all the events staged at the Berlinale Palast - from the Opening Gala, the Shooting Stars Awards and presentation of the Honorary Golden Bears, to the closing Award Ceremony of the International Jury. ZDF is also responsible for making TV footage of these events available to many national and international television networks.

The opening gala of the Berlinale 2013 will be transmitted live by 3sat, ZDF's partner station, beginning at 7.20 pm on February 7, 2013, during the programme "Kulturzeit extra". 3sat will also televise the Berlinale's highpoint: the presentation of the Golden and Silver Bears in a special live broadcast that starts at 6.55 pm on February 16, 2013.

*63. Internationale  
Filmfestspiele  
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Amtsgericht Charlottenburg  
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In the ZDF Lounge at the Grand Hyatt Berlin's "mesa" restaurant, various get-togethers and events for the film industry will be held daily.

### BMW

Once again the Berlinale's exclusive automobile partner is providing the entire fleet of vehicles for the Festival and the *Berlinale Talent Campus*. Besides top-class sedans, BMW will again delight the public at the Red Carpet with a selection of extraordinary vehicles, such as the elegant Rolls Royce "Ghost" and "Phantom", or the new electric scooter; a special highlight will be BMW's Concept 4 Series Coupé.

BMW, which according to the Dow Jones Sustainability Index is the world's most sustainable carmaker, is also well connected in the world of film. In the BMW Golden Bear Lounge at the heart of the Berlinale Press Centre, BMW will welcome filmmakers and their stars, as well as Festival guests and representatives of the media.

On February 8, 2013, BMW will also be inviting guests to their glamorous Festival Night at Humboldt Carré.

### HUGO BOSS

For the tenth time, Hugo Boss, one of the world's leading fashion houses, will be setting up an exclusive showroom for the actors and directors of *Competition* films and the International Jury.

Moreover, for the Berlinale's popular merchandising collection, Hugo Boss has produced sweatshirts, T-shirts, scarves and caps; new to the collection are baby socks and bath towels. For each edition of the Festival, Hugo Boss also designs what has become a highly coveted gift for VIP guests: an exclusive cashmere scarf in the latest Berlinale look.

### TESIRO

Tesiro, a leading Chinese manufacturer of luxury items, will be setting up its Jewellery Lease Suite as a special service for prominent Berlinale guests. Here Festival VIPs may borrow selected pieces of jewellery from the exquisite Berlinale Collection for splendid Red Carpet appearances.

During the Festival, Tesiro will also be setting up a special press lounge for Chinese media representatives. Thanks to Tesiro's support, well-known Chinese actress Ni Ni (the leading lady in Zhang Yimou's *The Flowers of War*, *Competition* 2012) will again be able to attend the Berlinale.

For the fifth time, Tesiro is the partner and sponsor of the European Shooting Stars Awards that honour Europe's outstanding new acting talents.



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### ENTEKA

Green energy provider Enteka supports the Berlinale in its attempt to improve its CO<sub>2</sub> levels. Since 2011 measures have been taken to reduce CO<sub>2</sub> emissions. By switching to green electricity, 70 tons of CO<sub>2</sub> are eliminated annually. This represents twelve per cent of the total emissions of Berlinale operations.

With the exception of emissions resulting from the travels of accredited professionals and guests, Enteka is assisting the Berlinale in offsetting unavoidable CO<sub>2</sub> emissions.

Visitors to the Berlinale may also contribute to reducing the Festival's carbon footprint. By purchasing a certificate [online](#), they can individually compensate for the CO<sub>2</sub> emissions caused by their journey to Berlin.

### GLASHÜTTE ORIGINAL

With a long tradition in watchmaking, Glashütte Original invites select guests and representatives of the media to the exclusive Glashütte Original Lounge on the 24<sup>th</sup> floor of the Kollhoff Building. Here they may conduct interviews, and hold small receptions or individual work meetings.

Endowed with 15,000 euros by Glashütte Original, the "Made in Germany - Perspective Fellowship" will again be awarded within the scope of *Perspektive Deutsches Kino* in 2013. This year's jury members are actress Nicolette Krebitz, director Hans-Christian Schmid and producer Heino Deckert.

The winner will be announced at the award ceremony, which will take place during the opening of the *Perspektive* at the CinemaxX on February 8, 2013.

With the support of Glashütte Original, *Perspektive Deutsches Kino* is also continuing its "Made in Germany - Talking about Film" discussion series.

**Third Partners in 2013:** Arri Film & TV Services, Barco, French-German Youth Office (FGYO), GWFF, Moët & Chandon, Kinoton, rbb, Samsung, TV Movie.

The Best First Feature Award has been endowed with 50,000 euros by the "Gesellschaft zur Verwertung von Film- und Fernsehrechten" (GWFF), a society for safeguarding film and television rights. The members of the 2013 jury are: Oren Moverman, Lucy Walker and Taika Waititi.

Since 2004, the *Perspektive Deutsches Kino* section has awarded the "FGYO-Award Dialogue en perspective". In 2013 the jury will be headed by Emily Atef. This year the award is for the first time endowed with 5,000 euros donated for the first time by the French-German Youth Office (FGYO).



## Press Release

For the Berlinale 2013, Samsung has launched the "Samsung Smartfilm Award". Six short films whose directors have been nominated by the Berlinale will first be presented to the public at Babylon Mitte at 10.45 am on February 9. Afterwards, the films will be uploaded to [www.samsung.de/berlinale](http://www.samsung.de/berlinale), where viewers may vote for their favourite.

**Section Partners in 2013:** Canon (new Principal Partner of the *Berlinale Talent Campus*); IFA (host of the *EFM Industry Debates*); WMF (*Culinary Cinema*).

**Suppliers in 2013:** Berlin Partner, BerlinPlakat, Cerruti Baleri, CineStar Cubix, Colt, Deutsches Weininstitut (DWI), Dolby, Doremi, DVS, Haus Rabenhorst, Nikon, TNT Express, TOP-lx, Viva con Agua, Wall.

The Berlinale Cameras are donated each year by the renowned, Düsseldorf-based, goldsmith Georg Hornemann. In 2013 they are being awarded to Isabella Rossellini and Rosa von Praunheim.

Press Office  
February 7, 2013