Internationale Filmfestspiele Berlin

APPLAUSE FOR THE OFFICIAL PARTNERS OF THE 67TH BERLIN INTERNATIONAL FILM FESTIVAL

Description

Posted by Larry Gleeson

Besides having four Principal Partners â?? Audi, GlashÃ¼tte Original, Lâ??OrÃ©al Paris, and ZDF â?? the Berlinale is supported by more than 30 national and international enterprises. The Festivalâ??s Co-Partners are Mastercard and Tesiro.



â??We would sincerely like to thank Prof. Monika GrÃ¼tters for the unflagging support

of the federal government. We are also extremely indebted to all our Official Partners. Along with backing us financially, they contribute indispensably to the festival experience by offering diverse services and funding various initiatives. The Berlinale, as we know and love it, would not be possible without this fantastic support,â?• says Festival Director Dieter Kosslick.

Principal Partners

Audi

As official automobile partner, Audi is providing the Berlinale with about 300 vehicles which bring the stars to the Red Carpet. At the Audi Berlinale Lounge directly in front of the Berlinale Palast, the automobile manufacturer will also give exciting insights into the world of cinema. Here the Berlinale Open House Programme will offer movie fans a chance to experience the important personalities of this yearâ??s Berlinale films up close.
Audi has supported short film directors at the Berlinale with the Audi Short Film Award since 2015. Endowed with â?¬ 20,000, this award for innovative artistic filmmaking will be presented during the official Award Ceremony by the International Short Film Jury (Christian Jankowski, Kimberly Drew, Carlos NÃºÃ±ez).
In 2017, under the newly created umbrella of â??EFM Horizon presented by Audiâ?•, the *European Film Market* (*EFM*) will be offering a variety of different initiatives focussing on the film industry of the future.
Audi is also supporting the Berlinale Social Hub and has again been responsible for the production of the Berlinaleâ??s popular festival bag. Once more there will be an official Berlinale box office for advanced ticket sales at Audi City Berlin (KurfÃ¼rstendamm 195).

GlashÃ¼tte Original

This year, GlashÃ¼tte Original â?? a watch manufacturer rich in tradition â?? will sponsor for the first time the GlashÃ¼tte Original Documentary Award. Endowed with â?¬ 50,000, it will be presented during the official Award Ceremony. The prize money will be split between the director and the producer of a documentary film from the *Competition*, *Berlinale Special*, *Panorama*, *Generation*, *Perspektive Deutsches Kino* or *Forum* section. The jury members in 2017 are Daniela Michel (Mexico), Laura Poitras (USA), and Samir (Iraq/Switzerland). In addition to the prize money, GlashÃ¼tte Original will also provide the statuette, which will be crafted in the companyâ??s manufactory in Saxony.

As Principal Partner, GlashÃ¼tte Original is official host of the Golden Bear Lounge in the Hotel Grand Hyatt Berlin, which will be the central meeting place for film teams in the official programme as well as other eminent festival guests.

Lâ??OrÃ©al Paris

With its professional make-up team, the Berlinaleâ??s official cosmetic specialist will again provide the stars with the perfect Red Carpet look. The fact that the world of film is closely related to the world of beauty is embodied by film icons such as Julianne Moore, Susan Sarandon, Jane Fonda, Eva Longoria, and Iris Berben. Festival-goers will also have a chance to get the latest â??Berlinale lookâ?•, free of charge, at the Lâ??OrÃ©al Paris Make-up-Studio at Potsdamer Platz.
On the occasion of the Berlinale, Lâ??OrÃ©al Paris will for the first time present â??The Atelierâ?• in Berlin: a creative location that will allow people to actually experience the brand known as Lâ??OrÃ©al Paris. Lena Meyer-Landrut and Miss Fame, both brand ambassadors, are expected at the opening of â??The Atelierâ?• and on the Berlinaleâ??s Red Carpet.

ZDF

As the Principal Media Partner of the Berlinale, the ZDF/3sat television network is producing and broadcasting all the stage events at the Berlinale Palast â?? from the Opening Gala to the Shooting Stars Awards, from the presentation of the Honorary Golden Bear to the Award Ceremony of the International Jury. As pool leader, ZDF is also in charge of providing TV footage to countless national and international broadcasters covering the Festival.

At 7.20 pm on February 9, 2017, the Opening Gala of the Berlinale will be broadcast live by 3sat, ZDFâ??s partner station, during the programme â??Kulturzeit extraâ?•. On February 18, 2017, 3sat will also televise the final highlight of the Festival in a special live broadcast: the awarding of the Golden and Silver Bears by the International Jury.
Industry get-togethers will be held daily at the ZDF Lounge in the â??mesaâ?• restaurant of the Grand Hyatt Berlin.

Co-Partners

Mastercard

Mastercard, a leading international technology company for payment solutions, builds on emotionality and exclusivity. This makes its partnership with the Berlinale a significant component of its branding strategy.

In partnering with the Berlinale, Mastercard is again setting up an exclusive ticket counter in the Potsdamer Platz Arkaden mall. Here Mastercard holders can secure tickets to highly-coveted film premieres. In addition, all sorts of â??priceless surprisesâ?• await visitors during the festival.

Tesiro

Each year since 2009, Tesiro has presented an exclusive Berlinale jewelery collection that illustrious guests may adorn to crown their appearances on the Red Carpet. Tesiro is not only continuing its long-standing co-partnership with the Berlinale, but also its support as principal partner of the European Shooting Stars initiative. The presentation of the Shooting Stars Awards will take place in the Berlinale Palast on February 13, 2017. Tesiro is also bringing a large number of representatives of the Chinese press to Berlin for media coverage about the festival.

Initiative Partners in 2017: ARRI and Nespresso (Co-Partners of *Berlinale Talents*).

Third Partners in 2017: ARRI, Colt Technology Services, Dell EMC, Dolby, GWFF, rbb TV station, TV Movie.

The â??Gesellschaft zur Verwertung von Film- und Fernsehrechten (GWFF)â?•, a society for safeguarding film and television rights, is funding the GWFF Best First Feature Award endowed with â?¬ 50,000. This yearâ??s jury members are Jayro Bustamante (Guatemala), Clotilde Courau (France), and Mahmoud Sabbagh (Saudi Arabia).

Suppliers in 2017: Akkumat, Aspera (an IBM company), Barco, Canon, ChariTea, CineStar, Cup Concept, Deutsches Weininstitut (DWI), Haus Rabenhorst, Nespresso, Rohde & Schwarz, Potsdamer Platz â?? Brookfield, Sony Center at the Potsdamer Platz, TOP-IX, Viva con Agua, Vranken Pommery, Wall.

For editorial coverage, the website of the Berlinale offers more details and contact information.

(Source: Berlinale Press Office)

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