

FREYA ARDE COMPOSER ULÉ BARCELOS COSTUME DESIGNER SARAH BLABKIEWITZ DIRECTOR TUA EL-FAWWAL ACTOR ANNEKATRIN HENDEL DIRECTOR LORNA ISHEMA ACTOR LAILA PETERSEN-JAMA STORYBOARD ARTIST JIEUN YI CINEMATOGRAPHER



FACE TO FACE
WITH GERMAN FILMS
THE FILMMAKERS

german
●●● films

COME FACE TO FACE WITH GERMAN FILMS!

With its annual signature campaign FACE TO FACE, German Films, the national information and advisory center for the promotion of German films worldwide, has created a highly visible international showcase for the wealth and diversity of talent that forms the backbone of the German film and TV industry over the last five years.

While the featured "Faces" of the past years were always taken from one profession – actresses, actors, directors and screenwriters – in its current sixth edition, FACE TO FACE WITH GERMAN FILMS – THE FILMMAKERS is focusing in 2021 on a wide range of exceptional filmmaking talent across various disciplines, representing a cross-section of the many creative faces of German filmmaking today.

The focus is on personalities with very different biographies and artistic approaches that represent the variety of influences and perspectives of both industry professionals and audiences, in Germany as well as internationally. Simone Baumann, Managing Director of German Films, says: "We are proud to continue our FACE TO FACE campaign with an extraordinarily talented new group of filmmakers. Highlighting and promoting their great achievements and promise is more important than ever in the light of the difficulties for the creative industry and artists caused by the ongoing corona pandemic."

Honoring everybody involved in this creative process was also the main driver for German Films' decision to include a gamut of professions in FACE TO FACE 2021. For the first time, the selection includes a costume designer, a composer, a storyboard artist, and a cinematographer, as well as two directors and two actors. "After all, films and series can only be realized because of the work of large and multi-faceted teams," Baumann adds. "That is why we have decided to present a mix of film professions in 2021 and raised the number of featured talents to eight."

Here are the FACES for 2021: the composer FREYA ARDE, the costume designer ULÉ BARCELOS, the director SARAH BLABKIEWITZ, the actor TUA EL-FAWWAL, the director ANNEKATRIN HENDEL, the actor LORNA ISHEMA, the storyboard artist LAILA PETERSEN-JAMA and the cinematographer JIEUN YI.

THE FACE TO FACE AMBASSADORS 2021

FREYA ARDE	COMPOSER
ULÉ BARCELOS	COSTUME DESIGNER
SARAH BLABKIEWITZ	DIRECTOR
TUA EL-FAWWAL	ACTOR
ANNEKATRIN HENDEL	DIRECTOR
LORNA ISHEMA	ACTOR
LAILA PETERSEN-JAMA	STORYBOARD ARTIST
JIEUN YI	CINEMATOGRAPHER



FREYA ARDE

COMPOSER

From a post-apocalyptic horror film with zombies on the rampage to a contemporary documentary, Freya Arde has set many things to music. The award-winning composer, guitarist, and music producer has helped to shape films that celebrated their premieres at festivals such as the Toronto International Film Festival and the Berlinale.

Born in Saxony, she completed her Master's degree in film scoring at Konrad Wolf Film University in Babelsberg. Previously, she also studied at the Conservatory of Music in Dresden and at the Conservatoire National Supérieur de Musique et de Danse in Paris.

Even before she received her degree at Babelsberg, she had completed the music for *NELLY'S ADVENTURE* (2016, directed by Dominik Wessely), which won her the German Film Music Award as Best Newcomer.

Since then, the Berlinale Talents alumna has received one commission after another, combining acoustic instrumentation with audio processing and electronic elements to create her often buoyant, mystical soundscapes. She has already collaborated with orchestras such as the German Film Orchestra Babelsberg and the Brandenburg State Orchestra Frankfurt/Oder. Freya Arde's most recent major projects include the youth film *MY EXTRAORDINARY SUMMER WITH TESS* and the adaptation of the cult book by Germany's most popular forester, Peter Wohlleben, *THE HIDDEN LIFE OF TREES*. She also produced and wrote her first solo EP *SPIRIT AWAKE*, which was released in 2020.

FREYA ARDE

What does it mean for you to be a FACE TO FACE ambassador this year?

It's a real honor of course. I have been following the activities of German Films for years, so I was very happy to receive the invitation.

When it comes to diversity, what do you think about the situation in Germany?

It could be better. I mean 2020 was quite a good year for female film composers. They won all the big awards and it's great. But I think there's still a lot to be done. We have so many young talents with different backgrounds, from different cultures, who are immensely talented. They just want to tell their story. They need to be given the opportunity to do that. Personally, I am recommending my female colleagues by promoting their work to other colleagues in the industry.

Who/What inspires you to do your job?

Oh, I do not look for an inspiration. Because music is always in me. For me, it's actually enough to watch a film or dive into a story. And get inspired by the collaboration with the director or the actors. I get inspired very easily.

FILMOGRAPHY

- 2020 ZWEI MINUTEN**
web series
Director: Lisa Miller
- 2020 THE HIDDEN LIFE OF TREES**
documentary
Director: Jörg Adolph
- 2019 FORTSCHRITT IM TAL DER AHNUNGSLOSEN**
documentary
Director: Florian Kunert
- 2019 MY EXTRAORDINARY SUMMER WITH TESS**
feature
Director: Steven Wouterlood
- 2018 ENDZEIT**
feature
Director: Carolina Hellsgård
- 2018 FAREWELL YELLOW SEA**
documentary
Director: Marita Stocker



ULÉ BARCELOS

COSTUME DESIGNER

It is obvious that Ulé Barcelos is not only a costume designer but also an extremely talented illustrator. The viewer can see this from film stills whenever she has designed the costumes. "Dynamite in neon pink" was the phrase used by the renowned German weekly "Die Zeit", for example, in regard to SYSTEM CRASHER, the German Oscar entry for 2020: in the visual language of director Nora Fingscheidt's opus, the bright, often clashing shades of pink in the clothes worn by main character, nine-year-old Benni, played a role all of their own. Wearing them, whether in cold bleak forests or grey cityscapes, she appears as if dabbed onto the screen with paint. Ulé Barcelos was born in Guinea-Bissau, West Africa. She grew up in Lisbon and has lived in Germany since 2001. She works from Berlin, designs her own fashion, and pursues an intense interest in the theoretical-social aspects of clothing. For example, she investigates how traditional costumes can mark a sense of belonging and exclusion. This is sometimes reflected in a project with schoolchildren – when she is not working on a cinema project, such as her last one NO ONE IS WATCHING THE COWS. Her latest TV project HERREN, a drama feature, premiered on ARTE and Germany's biggest public broadcaster ARD in prime time lately.

ULÉ BARCELOS

What does it mean for you to be a FACE TO FACE ambassador this year?

I am really happy to be part of it. For me, it's a great way to shine a light on members of the crew that are behind the camera. I am happy to represent the costume design department in German films.

How did you get into the film industry?

I studied fashion. Some years later, I was working at a theatre as a costume assistant. In the play, there was a video projection. This was the first time I was on a set. I never thought it would be possible for me to do something like that because it was such a different world something other than what I was used to. I did not know how to get in the industry. Then I started working with film students. I did a lot of short films and that's how I got started.

What do you think about German cinema today?

There is a lot going on. It's really interesting. We have all those streaming platforms, which means that German films and series are out there for the mainstream audience to see. It also means that we can change the way we tell stories in German cinema. On the other hand, because Germany provides funding for independent film, it's a great opportunity for young directors and people starting their filmmaking career to make movies so we can all work on them.

FILMOGRAPHY

- 2020 WER EINMAL STIRBT, DEM GLAUBT MAN NICHT**
TV Movie - in production
Director: Dirk Kummer
- 2020 NO ONE IS WATCHING THE COWS**
feature - in post-production
Director: Sabrina Sarabi
- 2020 HERREN**
TV Movie
Director: Dirk Kummer
- 2019 SYSTEM CRASHER**
feature
Director: Nora Fingscheidt
- 2017 5VOR12**
TV series
- 2017 WINTERJAGD**
TV movie
Director: Astrid Schult



SARAH BLÄSKIEWITZ

DIRECTOR

Sarah Bläßkiewitz was born in Leipzig and grew up in Potsdam. She completed her debut film *PRECIOUS IVIE* in the summer of 2020. She both wrote and directed this work, which deals with the subject of everyday racism. The main character is the Afro-German Ivie, known as "Schoko". She lives in Leipzig and survives by jobbing until she can take up her permanent position as a teacher. One day, her half-sister appears on the doorstep: Ivie knew nothing about her before then. But the better they get to know each other, the more Ivie questions not only her nickname but also her self-image.

Sarah Bläßkiewitz worked on film productions in the directing and camera departments parallel to her studies in audiovisual media (2006 to 2011). Her graduation film *AUF DEM WEG NACH OBEN* premiered at the Max-Ophüls Festival, and her short film *BLANK* was released in 2016 and screened at many festivals. In 2017, she received development funding for her mini-series concept *SUPERCREW*. Most recently, she directed the final season of the series *DRUCK*, which premiered in January.

SARAH BLABKIEWITZ

What does it mean for you to be a FACE TO FACE ambassador this year?

It means a lot to me. As a German filmmaker, I want to work internationally and direct relevant movies. And German Films gave me and my other colleagues the opportunity to show to other countries what we can do and what our work is about. And I am proud of the group: it's a nice female-centric filmmaker crew.

Who/What inspires you to do your job?

Paintings. And music. And life. Mostly my friends, if they tell me stories... I record them on film (Laughs). I would say paintings because of the composition, the colors and the people I see. Before I start shooting, I mostly go see exhibitions.

What is the greatest challenge for you in your work?

I think what's challenging is time. To find a way to have artistic freedom within that time. To create a safe space for my team so they can feel free to do what they want to do. To have fun and create something special. This is what I really like to do. That's what motivates me most of the times.

FILMOGRAPHY

- 2021** **DRUCK**
TV series
- 2020** **PRECIOUS IVIE**
feature
- 2018** **SUPERCREW**
TV series in development
- 2016** **BLANK**
short



TUA EL-FAWWAL

ACTOR

Berlin-based actor Tua El-Fawwal was born in Egypt in 1998. At the age of nine, she moved to Germany. After graduating from high school, she was told about a casting call for the series DRUCK. They were looking for an actor who could credibly portray a prize student, feminist, boxer – and Muslim woman who wears a headscarf as a principle of faith. Tua El-Fawwal got the part and won the German Acting Award for Best Newcomer in 2020 for her performance.

In her acceptance speech, she described her experiences as an actor who consistently wears the hijab in private life and criticized the lack of diversity in German film in no uncertain terms. "Becoming an actor with a headscarf is as preposterous as being a long-distance runner with an amputated leg" – was the remark she heard at the first agency where she introduced herself. For nine months, she searched for an agent that would represent her and respect her condition that she would not remove her headscarf for any part. Then, the Berliner finally did find the right one.

TUA EL-FAWWAL

What does it mean for you to be a FACE TO FACE ambassador this year?

For me, it's a real honor to be selected as one of the Faces of German Films and to represent Face to Face. It's a great opportunity to show that German Films is evolving on an international level. That there is more diversity in German cinema now and there will be more in the future.

When it comes to diversity, what do you think about the situation in Germany?

I think it's improved over in the last few years, but there is still room for progress.

I'm committed to paving the way for future generations, so that they don't struggle as much as we are currently struggling. Especially for people of color like me.

Who/What inspires you to do your job?

What inspires me to do the work I do is the work itself. It's really a passion and I love it.

FILMOGRAPHY

2020 EIN NASSER HUND

feature

Director: Damir Lukacevic

2018 KOKON

feature

Director: Leonie Krippendorff

2017 DRUCK

TV series

Director: Pola Beck



ANNEKATRIN HENDEL

DIRECTOR

After studying design in East Berlin, Annekatriin Hendel initially started working as a costume and set designer. In 2004, she founded "It Works! Medien GmbH" with Hendel as the acting CEO. The company has produced more than 25 feature films and documentaries, such as the award-winning films *SPACE DOGS* (Locarno 2019), *FIVE STARS* (Berlinale 2017)... Since 2011, Hendel has been writing and directing her own films, always looking at ambivalent characters without shying away from the dark sides of humanity. Her first documentary, *FLAKE*, focuses on RAMMSTEIN's keyboard player. She then went on to create a trilogy on betrayal, which includes the documentary *ANDERSON* about an underground poet and Stasi man (world premiere Berlinale in 2014). Her 2015 documentary *FASSBINDER* premiered at IDFA. *BEAUTY & DECAY*, a portrait about the infamous Berghain bouncer Sven Marquardt wins the Heiner Carow Award at the Berlinale 2019. Hendel characterizes her background and approach as follows: "The perspective from which the media often view the time in the East does not match what I lived through and observed. I don't know this GDR at all. And it is somehow strange that, for 31 years now, we have had a migration background in our own country." She is currently working on a very personal project: *BANISHED TO PARADISE* that also deals with a disruptive social event, the first Coronavirus lockdown in Germany. Hendel has been on the board of the German Film Academy since 2018 and is a member of many film funding and festival juries.

ANNEKATRIN HENDEL

DIRECTOR'S FILMOGRAPHY

What does it mean for you to be a FACE TO FACE ambassador this year?

It's great. I see myself as an ambassador for German documentaries. Because we have to tell very interesting stories about Germany's very complicated history. And its present.

What are your current projects or projects in planning?

My current project as a director is a film, a very personal story about my own family. I hold the camera not outwards but inwards. It's a film at the time of the first lockdown in Germany. My current project as a producer is a very interesting documentary about an old hobby ice skater all over the world (ICE AGE - THE DREAM BEGINS). The second production is a film called THE FORGOTTEN PEOPLE about THE SORBS, a minority in Germany.

What do you think about German cinema today?

Cinema today is in danger. Worldwide. German cinema is also in danger. I am very curious about the post Pandemic future. I think we have to be very careful that cinema does not become a museum.

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| 2021 | VERTREIBUNG INS PARADIES
(BANISHED TO PARADISE)
Producer, director,
cinematographer, writer | 2014 | ANDERSON
documentary
Producer, director, writer |
| 2020 | 4 WÄNDE BERLIN
(4 WALLS BERLIN)
TV Series (1 episode)
Director, writer,
cinematographer | 2011 | VATERLANDSVERRÄTER
documentary
Producer, director, writer |
| 2019 | SCHÖNHEIT & VERGÄNGLICHKEIT
(BEAUTY AND DECAY)
documentary
Producer, director, writer | 2011 | FLAKE
TV - documentary
Producer, director, writer |
| 2018 | FAMILIE BRASCH
(THE BRASCH FAMILY)
documentary
Producer, director, writer | | |
| 2017 | FÜNF STERNE
(FIVE STARS)
documentary
Director, writer,
cinematographer | | |
| 2015 | FASSBINDER
documentary
Producer, director, writer | | |



LORNA ISHEMA

ACTOR

Lorna Ishema was born in Uganda and grew up in Hanover. She studied at the Otto Falckenberg School in Munich and was awarded the first scholarship in the field of acting from the "Deutschlandstiftung Integration". While still a student, she was engaged by Luk Perceval for his production of J.M. Coetzee's "Shame" at the Munich Kammerspiele. Then, she joined at the Deutsches Theater Berlin as an Ensemble member. On television, her role as nurse Maria in Munich's POLIZEIRUF 110 brought her to the attention of a wider audience for the first time in 2012. More television and film roles followed, including collaboration with filmmakers such as Detlev Buck and Doris Dörrie. From 2015 to 2017, Lorna Ishema was an ensemble member at the Deutsches Theater Berlin. Since then, she has appeared in many films and series, including BREAKING EVEN, a mix of family drama and business thriller telling the story of a car-manufacturing dynasty. In this, Lorna Ishema plays a lawyer with stoic perseverance and detective instincts. In 2021, she will be seen in Sarah Blaßkiewitz's PRECIOUS IVIE and is currently working on Stephan Lacant's TV series DER ÜBERFALL.

LORNA ISHEMA

What does it mean for you to be a FACE TO FACE ambassador this year?

It means a lot to me because it means that people recognize my work. It's a real honor for me.

What do you think about German cinema today?

I am really excited about German cinema, there is an openness for new stories and new perspectives. I love shooting. Whenever I get the opportunity to do something, I'm in. Especially when the script is good.

What is the greatest challenge for you in your work?

The minute you let go, you let go of what you have done. There is a point where you have to be like: "Ok, this is it. I've done my work. Now it's yours". I think this is the hardest thing.

FILMOGRAPHY

- 2021** **DER ÜBERFALL** (working title)
TV series in production
Director: Stephan Lacant
- 2020** **WESTWALL**
TV series
Director: Isa Prahll
- 2020** **PRECIOUS IVIE**
feature
Director: Sarah Blaßkiewitz
- 2020** **JACKPOT**
feature
Director: Emily Atef
- 2020** **HYPERLAND**
feature
Director: Mario Sixtus
- 2020** **BREAKING EVEN**
TV series
Director: Boris Kunz
- 2020** **NACHTSCHICHT**
TV series
Director: Lars Becker
- 2020** **KIDS RUN**
feature
Director: Barbara Ott
- 2018** **SUPERCREW**
TV series in production
Director: Sarah Blaßkiewitz



LAILA PETERSEN-JAMA

STORYBOARD ARTIST

Animation artist Laila Petersen-Jama was born in Denmark. The 44-year-old spent 2 years of advanced studies, painting, drawing, media design and 2D Animation to apply at the renowned Animation school Viborg, where she was one of the lucky 20 applicants to be accepted.

Her first job took her to a film production company in Munich. Gradually she not only worked as a 2D artist, but started storyboarding for commercials, TV and feature films.

Since 2005, she has worked on feature films and series such as MOON BEAR, LILLIFEE, KNIGHT RUSTY, THE LITTLE DRAGON COCONUT, CAPT'N SHARKY, DREAMTOPIA/BARBIE, PETS UNITED, PETTSON AND FINDUS and JESSY AND NESSY, helping to influence entire generations of children viewers. Most recently, she has been in the process of creating a new children animated series called DIE MUSKELTIERE, a TV series made from the books by Ute Krause, which will be broadcasted on German TV later this year.

Another recent project was the 2020 Christmas special of DIE MUSIFANTEN for the children's channel KiKA. Its heroes are a 200-year-old retired circus elephant and his grandson, who love to trumpet along to nostalgic hit songs together. An English version of DIE MUSIFANTEN is currently in development. The project is in the preselection of nominations for the prestigious German TV Award Grimme-Preis. Besides storyboarding for television, she is currently also working in print for the first time, creating her own Wimmelbook, the famous one-of-a-kind picture book brand for kids.

LAILA PETERSEN-JAMA

FILMOGRAPHY

What does it mean for you to be a FACE TO FACE ambassador this year?

I am really proud. I am really happy to be a part of it.

Your personal tip for young filmmakers?

I think I would definitely say: "Take all the critics you can get and use them for you". You should really take what people give you when you are starting out. And use that however you want. Try to listen when people try to tell you something and want to help you.

What do you think of German cinema today?

I think there's been a lot of great German films in the last few years. A lot of progress has been made, the German film industry has taken a more international approach to attract a broader and not just local, audience.

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| 2021 | SECRET
US TV series | 2018 | CAPT'N SHARKY
feature
Directors: Jan Stoltz,
Hubert Weiland |
| 2021 | MUSKELTIERE
TV series | 2017 | BARBIE DREAMTOPIA
TV series |
| 2021 | PYJAMAS MASKS
TV series, Season 5 | 2017 | RUSTY THE KNIGHT 2
feature
Directors: Thomas Bodenstein,
Marcus Hamann |
| 2020 | ROYALS NEXT DOOR
TV series | 2016 | ODDBODS
TV series (1 episode) |
| 2020 | MUSIFANTEN
TV Series
(28-minute Christmas special) | 2015 | THE LITTLE DRAGON
COCONUT
3D TV series |
| 2020 | MY LITTLE PONY: PONY LIFE
TV series
(3 episodes first season) | 2013 | RUSTY THE KNIGHT
3D TV series |
| 2020 | JESSY AND NESSY
TV series | 2012 | DIE WILDEN KERLE
TV series |
| 2020 | PETTSON AND FINDUS
TV series | 2011 | PRINCESS LILLIFEE AND THE
LITTLE UNICORN |
| 2019 | PETS UNITED
feature
Director: Reinhard Kloss | | |
| 2019 | THE LITTLE DRAGON
COCONUT 2:
INTO THE JUNGLE
feature
Director: Anthony Power | | |



JIEUN YI

CINEMATOGRAPHER

Jieun Yi was born in a small village in Danyang, South Korea. She began writing poetry and also painting as a child. As a teenager, she was already receiving awards for her work. At the age of 22, she says, a love of film brought her to Berlin, where she has lived since 2006. After briefly studying philosophy and several internships in film, she switched to the cinematography program at Babelsberg's Konrad Wolf Film University in 2009. In 2015, she graduated with distinction: her diploma film is entitled LOOPING. She has been responsible for the cinematography of various films that have won prizes at numerous festivals. At the German Film Awards 2020, she was nominated for Best Cinematography and for the German Camera Award in the Feature Film category for O BEAUTIFUL NIGHT. She collaborates often with director Xaver Böhm and especially closely with director Leonie Krippendorff. Jieun Yi has an unmistakable signature, which emerges in many night scenes with a very specific, metropolitan chromaticity in the light reflections. Her latest project promises to be the ideal creative playground for this style: the title is simply LASVEGAS. Sunny, a crazy and daring travesty artist, is determined to marry his new love – fashion designer Tristan. But it seems Tristan's plans are quite different.

JIEUN YI

What does it mean for you to be a FACE TO FACE ambassador this year?

I'm very grateful.

Who/What inspires you to do your job?

My inspiration comes from the script. And the characters in it. And the director's vision.

It's crucial to understand what the movie wants to be and should be. And what the director wants.

What do you wish for the German film landscape in the future?

I would like to find more experimentation in German cinema and more opportunities for new talents.

FILMOGRAPHY

- 2021 LASVEGAS**
feature
Director: Kolja Malik
- 2020 SOMMER REBELLEN**
(SUMMER REBELS)
feature
Director: Martina Sakova
- 2019 O BEAUTIFUL NIGHT**
feature
Director: Xaver Böhm
- 2018 NIGHTROVERS**
documentary
Director: Jieun Yi
- 2017 BLIND UND HÄSSLICH**
feature
Director: Tom Lass
- 2016 LOOPING**
feature
Director: Leonie Krippendorff

PAST EDITIONS OF **FACE TO FACE WITH GERMAN FILMS**

In 2016, German Films, the national information and advisory center for the promotion of German films worldwide, launched FACE TO FACE, a campaign that aims to showcase German film talent on the world cinematic stage.

The 2016 launch of the FACE TO FACE WITH GERMAN FILMS campaign featured six actresses as these “faces”, at the London Film Festival and throughout the year, across a series of press events, a photographic advertising campaign and through international launches of different film and television projects. Featured actresses were PAULA BEER, LIV LISA FRIES, SANDRA HÜLLER, JULIA JENTSCH, SASKIA ROSENDAHL and LILITH STANGENBERG.

At the 2017 Cannes International Film Festival, the FACE TO FACE WITH GERMAN FILMS initiative entered the second year of the campaign with the support of some of Germany’s most eclectic actors: VOLKER BRUCH, ALEXANDER FEHLING, LOUIS HOFMANN, JANNIS NIEWÖHNER, TOM SCHILLING and RONALD ZEHRFELD.

2018 saw the continuation of the FACE TO FACE WITH GERMAN FILMS campaign, this time celebrating the visionaries behind the camera, by

showcasing prominent directors in the German film industry who have already garnered a great deal of international recognition for their varied works: EMILY ATEF, VALESKA GRISEBACH, LARS KRAUME, ANCA MIRUNA LAZARESCU, BURHAN QURBANI and DAVID WENNDT.

The 2019 campaign continued to celebrate the trends in German filmmaking, as well as the current international appetite for German storytelling in internationally renowned series, with the actors and actresses at the heart of the industry’s most recent national and international successes MARIA DRAGUS, CHRISTIAN FRIEDEL, LUISE HEYER, JONAS NAY, JÖRDIS TRIEBEL and FAHRI YARDIM.

In 2020, the campaign turned its focus to writers to honor those who create the essence of movies: the story. The launch took place at Series Mania with a panel hosted by Variety and six of the best screenwriters of the German audiovisual landscape: JANA BURBACH, KATHARINA EYSEN, HANNO HACKFORT, BERND LANGE, RAFAEL PARENTE and LAILA STIELER.

A SPECIAL PHOTO SHOOT

High resolution images from an exclusive photo shoot with all 8 talents are available upon request.

The pictures of the eight filmmakers which accompany the campaign were shot by renowned German photographer Marcus Höhn. **For use of any image, please use the following caption:**

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CAMPAIGN TRAILER

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ABOUT GERMAN FILMS

German Films Service + Marketing GmbH is the national information and advisory center for the promotion of German films worldwide and the official external representation for German films appointed by the federal government of Germany. The work of German Films focuses on increasing the level of awareness of German films abroad by providing information services as well as initiating PR and marketing measures in order to grant the highest possible visibility in international media.

German Films was established in 1954 under the name Export-Union of German Cinema as the umbrella association for the Association of German Feature Film Producers, the Association of New German Feature Film Producers and the Association of German Film Exporters, and operates today in the legal form of a limited company. In 2004, the company was reorganized and now operates under the name: German Films Service + Marketing GmbH.

German Film's range of activities includes a close cooperation with all major international film festivals, the organization of umbrella stands for German sales companies and producers at international television and film markets, the staging of Festivals of German Films in selected international territories as well as the staging of industry screenings in key international territories. Providing advice and information for representatives of the international press, buyers from the fields of cinema, home

entertainment, and television and consulting German filmmakers on international festivals is also part of German Films activities.

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