



Culture & Trends Communications

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Berlinale finale: Momoko Seto wins the Audi Short Film Award

- **Audi Short Film Award goes to Momoko Seto for “Planet Σ”**
- **More than 6,000 visitors in the Audi Berlinale Lounge**
- **Interdisciplinary discussion during the Berlinale Open House a big success**

Berlin, February 14, 2015 – The winner of the first Audi Short Film Award has been chosen: director Momoko Seto won over the international short film jury with her film “Planet Σ.” The Berlinale Open House in the Audi Berlinale Lounge was also a big success – with more than 6,000 visitors following the Berlinale’s progress here. With its Berlinale Lounge, Audi offers an exclusive peek behind the scenes of filmmaking while also supporting the “Kinder machen Kurzfilm” [Kids Make Short Films] initiative.

This year for the first time, the Audi Short Film Award was presented in the Berlinale Shorts section along with the Golden and Silver Bears at the Berlin International Film Festival. The honor, which includes EUR 20,000 in prize money, went to Japanese director Momoko Seto for her 12-minute work “Planet Σ.” The international short film jury, consisting of Wahyuni A. Hadi, director of the Singapore International Film Festival, Halil Altindere, publisher of the Turkish art magazine art-ist, and Indian filmmaker Madhusree Dutta, honored the special artistic signature of the director with the award. With this prize Audi is supporting an important field of experimentation in filmmaking. “The short form has a long tradition at the Berlinale. The Audi Short Film Award supports a cinematic form of storytelling that is becoming increasingly popular and captures the zeitgeist,” said Dieter Kosslick, Director of the Berlin International Film Festival.

To help attract young talent to this innovative genre, Audi is donating the proceeds from beverage sales at the Audi Berlinale Lounge to the Berlin education initiative “Kinder machen Kurzfilm.” Since 2006 the association has presented a writing contest followed by a screenwriting and production workshop for elementary school-age kids. Under the guidance of professional filmmakers, children organize and learn about the creative process for a complete short film.



The end result of the Audi Berlinale Lounge at Marlene Dietrich Platz, which was open to fans, industry professionals, journalists and film lovers, was extremely positive for Audi, with its Berlinale Open House entertainment program drawing more than 6,000 visitors. The roughly 30 events were consistently well-attended. Highlights including the Cars in Films panel discussion with James Bond legend Sir Ken Adam and Giovanni Perosino, Head of Brand Communications at AUDI AG, and talks with Marie Bäumer, Iris Berben, Andreas Dresen, Peter Rommel, Udo Kier, Sebastian Schipper and Howard Shore attracted large crowds. “With the Berlinale Open House, we and the Berlinale have established a new format that tells exciting stories related to the cinema, offers a peek behind the scenes into the worlds of filmmaking and carmaking, and allows those involved in making movies to express themselves on this side of the silver screen as well. We also want to continue with this successful formula in the future,” said Wayne Griffiths, Head of Sales for Germany at AUDI AG. Guests from the top floor of the lounge also had a direct view of the red carpet, where they could see stars like Nicole Kidman, Natalie Portman and Daniel Brühl, who were driven to the site in around 300 Audi cars.

Roughly 300 guests responded to the company’s invitation to attend the Audi Berlinale Brunch, including numerous celebrities such as director Wim Wenders, actors James Franco and Daniel Brühl and television host Kai Pflaume.

To allow fans outside of the capital city to enjoy the Berlinale experience as well, Audi rolled out the red carpet at the Piazza in Ingolstadt for the duration of the festival. Films from the past three years of the Berlinale will be shown daily until February 15 at the Audi Programmkinno arthouse cinema. The highlight of the Ingolstadt film series is the remake of the Disney fairytale “Cinderella,” four weeks before the official premiere in German theaters.

About Momoko Seto:

Momoko Seto, a graduate in art, has worked for many years as a freelance film maker. Her cinematic cosmos takes the viewer to distant universes. She transfers scientific techniques of observation such as slow motion to the narrative. She adds to this art of reduction a sociopolitical intent that is profoundly important to her. This way of working creates a poetry of everyday life. Images from this, as from the growth of fungus or salt crystals, form an entrance into genre cinema. Momoko Seto's works have been presented globally at festivals and in the context of exhibitions.



Photos and video material from the Berlinale and the Audi Short Film Award can be found at

www.image.net/audi_berlinale_2015

www.audimedia.tv

www.audi-mediaservices.com

www.flickr.com/photos/audiag

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The Audi Group delivered approximately 1,741,100 cars of the Audi brand to customers in 2014. As one of the most successful models, the Audi A3 has been awarded the title of “World Car of the Year 2014“ by an international jury of journalists (combined fuel consumption in l/100 km: 8,3 – 3.2; combined CO₂ emissions in g/km: 194 – 35). In 2013, the company reported revenue of €49.9 billion and an operating profit of €5.03 billion. The company operates globally in more than 100 markets and has production facilities in Ingolstadt and Neckarsulm (Germany), Győr (Hungary), Brussels (Belgium), Bratislava (Slovakia), Martorell (Spain), Kaluga (Russia), Aurangabad (India), Changchun (China) and Jakarta (Indonesia). Since the end of 2013, the brand with the Four Rings has also been producing cars in Foshan (China). As of mid-2015, Audi will operate a production facility in São José dos Pinhais (Brazil), followed by San José Chiapa (Mexico) in 2016. Wholly owned subsidiaries of AUDI AG include quattro GmbH (Neckarsulm), Automobili Lamborghini S.p.A. (Sant’Agata Bolognese, Italy) and Ducati Motor Holding S.p.A. (Bologna, Italy), the sports motorcycle manufacturer. The company currently employs approximately 80,000 people worldwide, thereof approximately 55,800 in Germany. Total investment of around €24 billion is planned from 2015 to 2019 – primarily in new products and sustainable technologies. Audi is committed to its corporate responsibility and has anchored the principle of sustainability for its products and processes in its strategy. The long-term goal is CO₂-neutral mobility.