

JEWELRY

Glashtte extends Berlinale sponsorship with \$53K prize

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Glashtte's Sixties Iconic Square collection

By STAFF REPORTS

German watchmaker Glashtte Original is marking its seventh year of partnership with the Berlinale by establishing and funding a new documentary prize.

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For the first time, Glashtte will be the principal partner of the Berlin International Film Festival, which runs through Feb. 19. For the 67th edition of the festival, Glashtte will have an increased presence, enabling it to make an impact on both movie fans and those within the film industry.

Ready for its close up

During the festival, which opened Feb. 9, Glashtte has been the host of the Golden Bear Lounge on the first floor of the Grand Hyatt in Berlin. Positioned nearby to the red carpet, the exclusive lounge is used as a meeting place for talks, interviews and receptions.



Glashtte's Golden Bear Lounge for the Berlinale

On display within the lounge is Glashtte's Sixties Iconic Square Collection, which is being launched concurrently with the festival. This special collection of colorful timepieces is also being revealed through select retail partners.

On Feb. 18, the Berlinale will present the Glashtte Original Documentary Award to one of the 16 films nominated during the festival's award ceremony. In addition to a 50,000 euro prize, about \$53,000 at current exchange, the winner will also receive a trophy made at Glashtte's Saxon manufacture.

"As watchmakers and filmmakers we are connected by passion, precision, technical sophistication and our sense of beauty and aesthetics," said Thomas Meier, CEO of Glashtte Original, in a statement.

"We take pride in celebrating all of this together with the Berlin International Film Festival, as we have done every year since 2011," he said. "It was important to us to expand this exceptional collaboration, and now as principal partner we look forward to enhancing the Berlinale with a number of exclusive facets."

In addition to its sponsorship of the festival, Glashtte has also flexed its filmmaking muscle for past years.

The Swatch group brand shared its heritage with consumers through a collection of five short films that were presented at the 65th Berlin International Film Festival in 2015.

The videos were released on the manufacturer's YouTube channel on Feb. 11 and have also been shared on Facebook. The videos explore concepts ranging from the history of the Glashtte village in Germany to the fascinating compilation of sounds heard in the watchmaker's manufactory itself ([see story](#)).

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