

JEWELRY

## Glashtte hosts cinematic countdown ahead of Berlinale

December 28, 2017

*Glashtte's Senator Excellence Perpetual Calendar as seen in the Berlinale 2018 countdown. Image credit: Glashtte*

By STAFF REPORTS

German watchmaker Glashtte Original is traveling the globe to seek out recognizable destinations from iconic films.

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On Dec. 27, Glashtte began a 50-day countdown to build up anticipation from the annual Berlin International Film Festival, or Berlinale, Feb. 15-25, 2018. Glashtte's countdown on its Instagram creates a conversation between its watches and the horologist's role as an official partner of Berlinale.

### Counting down

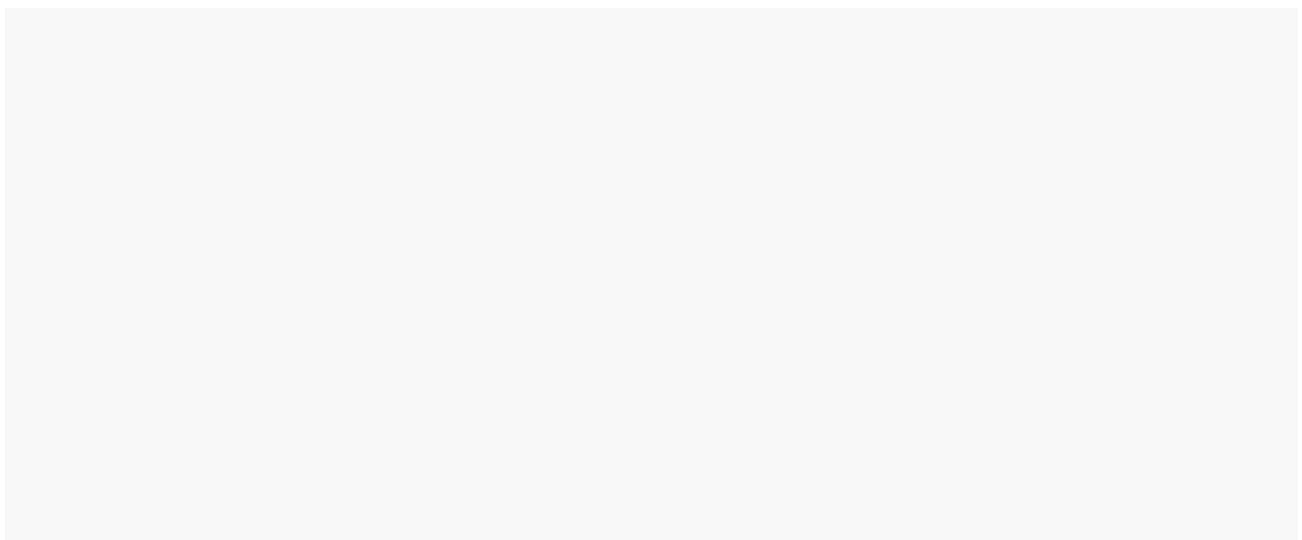
While countdowns are relatively common on social media, Glashtte sought to include relevant content that represents the brand's timepieces and film.

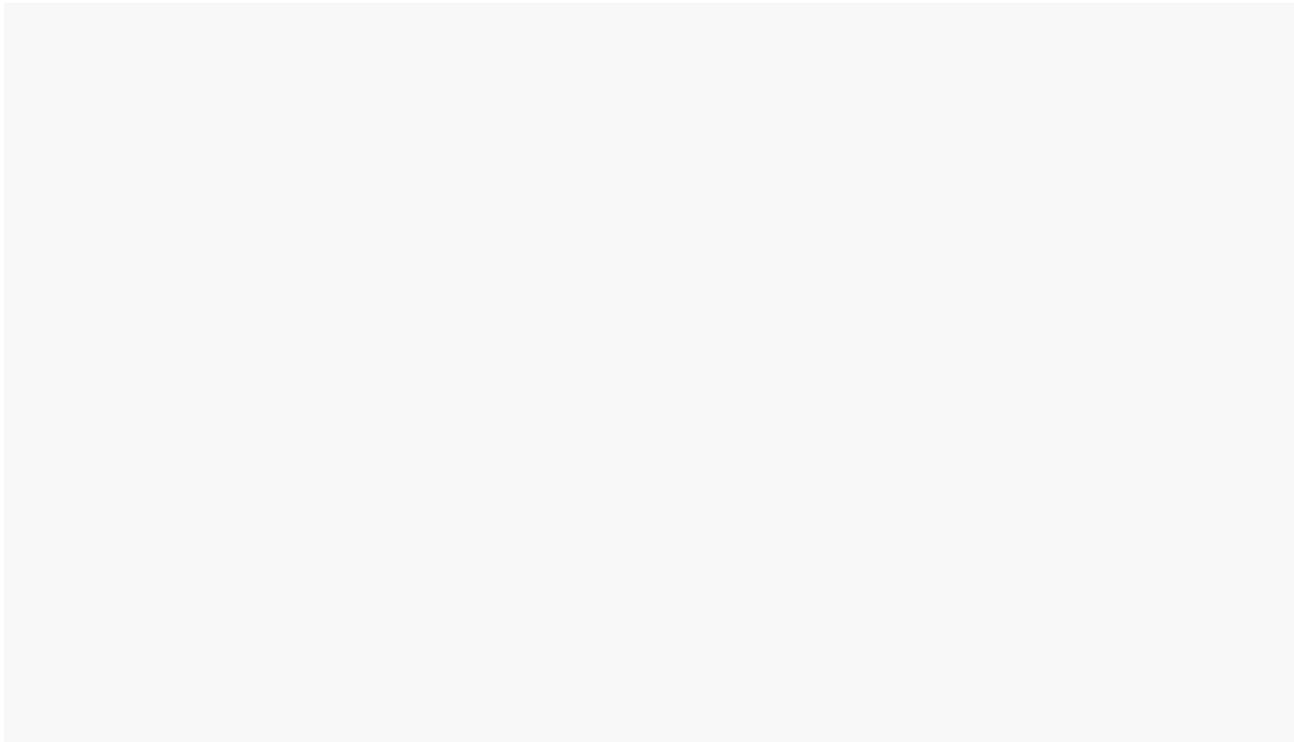
In its first post of the countdown, Glashtte explains that as the film festival's official partner it would be sending its watches to the "most iconic movie sets in the most inspiring movie capitals."

Glashtte's first stop is in New York. For its imagery, Glashtte recreated a scene from "Serendipity," film in New York's Central Park, a crucial setting in countless movies.

In the Serendipity-inspired image, Glashtte included its Senator Excellence Perpetual Calendar men's watch.

On Day 2, Glashtte continued its New York tour by heading to Times Square. In its caption, Glashtte says, "Here at Times Square days go on and on as we know from Taxi Driver." The Taxi Driver-inspired post shows Glashtte's Seventies Chronograph Panorama Date.





The Berlinale countdown is running: 49 days to go - still in New York, still celebrating capital design and capitals settings from iconic films. Here, at Time Square days go on and on as we know from "Taxi Driver". Our Seventies Chronograph Panorama Date will help you keep track in the most stylish way. #capitalmoments #style #design #iconic #movies #newyork #berlinale #countdown #glashutteoriginal #official #partner #seventies #chronograph #panoramadate #bluedial #stainlesssteel

A post shared by Glashtte Original (@glashutteoriginal) on Dec 28, 2017 at 5:38am PST

Glashtte will continue counting down to Berlinale's opening on Feb. 15, 2018.

Earlier in 2017, Glashtte marked its seventh year of partnership with the Berlinale by establishing and funding a new documentary prize.

For the first time, Glashtte was the principal partner of the Berlinale 2017. For the 67th edition of the festival, Glashtte increased its presence, enabling it to make an impact on both movie fans and those within the film industry ([see story](#)).

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