



Braunschweig, September 7<sup>th</sup>, 2020

## New Platform, New Look

**Together with our partners Shift72 and Festival Scope, Braunschweig International Film Festival (November 2-8, 2020) will present its first online edition. The complete programme will be available on our website as well as on the new online platform in the beginning of October. The online ticket sale will start on October 15<sup>th</sup>. Our first fully digital festival edition also appears in a newly created corporate design. Responsible for the new appearance is the Berlin based agency Pentagram. All in all, the festival will show over 60 productions from about 30 different countries.**

„In light of the precariousness of the pandemic situation, we were very lucky to have won over two highly-respected partners, Shift72 and Festival Scope; The upcoming festival season in the fall creates an enormous demand for reliable festival platforms“, says festival director Andreas Lewin.

On Saturday, October 24th, visitors will have a first opportunity to give the new platform a trial. On this preview-day, fee-based as well as free programs will be activated, among them the European Film Academy's short film program.

As of now, the festival's website, [www.filmfest-braunschweig.de](http://www.filmfest-braunschweig.de), appears in a new corporate design created by the Berlin based agency Pentagram. Managing director Justus Oehler explains the idea behind the new logo: „The re-design aimed to create a powerful, eye-catching brand-image. We wanted to design a logo, which people would love to see on a t-shirt. Furthermore, the new look is meant to highlight Braunschweig.

And finally, it was our wish to keep the colour yellow and the festival's name in full length. We have set the festival's name in bold condensed capital letters and separated it into six compact lines which then perfectly fitted into a large yellow B. The new logo both displays the name and acts as figurative mark so that it becomes legible anywhere and has a good long-range effect.“

The 34<sup>th</sup> Braunschweig International Film Festival is sponsored by:

**VOLKSWAGEN FINANCIAL SERVICES**

THE KEY TO MOBILITY

