

# PRESS RELEASE

## GERMAN FILM OFFICE OPENS IN NEW YORK

**New York, 09/29/2020: October 1 is the big day: The German Film Office begins its work in New York. The joint overseas office of German Films and the Goethe-Institut will secure the prominence of German films in the North American market. In 2019, this important market generated nearly 8 million euros (over 9 million US dollars) for the German film industry and contributed to the international box office success of German films with a market share of 12.8 percent.**

“I want to give German film and all its talents the attention they deserve on the international film market. For this purpose, German Films has long been a reliable partner in our federal government’s film funding program. With a German Film Office in New York, German filmmaking will gain more international presence and the partnership with the Goethe-Institut in particular will serve as an engine of cultural dialogue between Germany and the United States. I am happy to support this valuable alliance. Exchange on the basis of mutual understanding – that’s a major goal of our national and foreign cultural policy,” explains Minister of State for Culture Monika Grütters, who is funding the project with 50 thousand euros (58 thousand dollars) in 2020/2021.

Michelle Müntefering, Minister of State in the Foreign Office, is providing another 50 thousand euros.

Müntefering’s statement: “The worldwide promotion of German films is very important to us both culturally and economically. I am therefore glad that the Goethe-Institut and German Films are joining forces and opening a joint film office in New York. I believe that this will result in greater visibility of German productions on the important US film market and in closer networking between the two film industries.”

Simone Baumann, CEO of German Films explains, “The opening of the German Film Office is a new stage in our long-term, worldwide partnership with the Goethe-Institut and a strategic milestone for, we hope, many other joint projects. We are very happy to work with the Goethe-Institut to make even more of an impact with German movies and series in the United States.”

Johannes Ebert, Secretary-General of the Goethe-Institut, said, “Film has always been a major part of our work in the United States. In California,



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with the support of German Films, we host the *Berlin and Beyond* festival in San Francisco and the *German Currents* festival in Los Angeles. These festivals are enjoying growing popularity, and with *Babylon Berlin*, German productions have really arrived in the US. We are pleased that we can meet this growing interest with our new partnership.” For more than fifty years, the Goethe-Institut in the United States have been presenting repertory and contemporary films from Germany in partnership with local organizations, thereby securing the presence of German productions in theaters, museums, and online.

Sara Stevenson, who has been responsible for film and arts programming at the Goethe-Institut New York since 2011, will head the German Film Office’s international branch. Attached to the Goethe-Institut New York, the German Film Office pursues the following goals:

- Presenting and promoting the full range of German films
- Observing new trends in the US film market and in the New York film scene
- Strengthening the presence of German film in art house cinemas, cultural and educational institutions, and digital platforms in New York and the US
- Providing support for film sales to the US market

The inaugural projects of the German Film Office include:

### **SNEAK PEAK**

In collaboration with SundanceTV, the German Film Office presents an online sneak preview of the first two episodes of **DEUTSCHLAND 89**, followed by an online discussion with the cast and crew.

**When:** October 24 and 25, 2020

### **GERMAN MOVIE NIGHTS**

Drive-in screening of Visar Morina’s **EXILE** (2020) at the Brooklyn Army Terminal, co-presented with Rooftop Films; online screening as part of the *German Movie Nights* series

**When:** October 18, 2020 (drive-in); October 30-November 1, 2020 (online)

### **FORUM 50**

Online film series with selected films from the Berlinale Forum’s anniversary program and online panel, presented in collaboration with The Museum of Modern Art and Arsenal – Institut für Film und Videokunst e.V.



**When:** late fall 2020

**KINO! Germany NOW! 2021 DISCOVER FRESH TALENT**

Curated film program with eight current feature films and a selection of short films by young German directors goes on US tour for in-theater and online screenings; presented with guests and an accompanying event program

**When:** starting in the first half of 2021

Please find all other screenings, sneak previews, movie nights, and collaborations with festivals and other partner organizations on the [German Film Office website](#).

You can reach the German Film Office and Sara Stevenson here:

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**About the Goethe-Institut**

The Goethe-Institut is the Federal Republic of Germany's cultural institute. With 157 institutes in 98 countries, we promote the study of German abroad, encourage international cultural exchange, and convey a contemporary image of Germany.

**About German Films**

German Films is the national information and advisory center for the international distribution of German films. Through information, PR, and marketing, German Films focuses on increasing the awareness of German films abroad and their visibility in the international media.