



PRESS RELEASE

24h Berlin – One day in Life

Berlin, June 6, 2008 – **The Countdown starts**

At today's kick off event, the television project 24h Berlin is for the first time presented to the public. Initialized by film production company zero one film and in collaboration with ARTE, Medienboard Berlin-Brandenburg and Triad Berlin, 24h Berlin will portray one day in the life of Berlin.

Nearly 20 years after the fall of the Berlin wall it is time for a journey into the present of this city. Even today, Berlin is still a city of contradictions, always in search of its identity.

One idea – Numerous facets

Developed by Grimme-Award winner Volker Heise and producer Thomas Kufus (zero one film), on September 5, 2008, for the first time in the history of television a television programme will be shot all over a city all day long. In order to document one day in the life of Berlin, about 80 film teams, including famous directors like Romuald Karmakar, Andres Veiel and Volker Koepp, will be out on the streets filming non-stop for 24 hours. The key element of the programme are 15-20 main characters whose daily life and experiences stand for Berlin and lead into several milieus of the city.

Exactly one year later, on September 5, 2009, the programme will be transmitted – 24 hours non-stop - simultaneously on Rundfunk Berlin-Brandenburg (rbb), across Europe on ARTE, and on the Finnish TV station YLE Teema.

“Berlin changes rapidly and fascinates many people with different backgrounds. In 24h Berlin they will tell their stories. That way, a picture of a living metropolis will be portrayed – with all its contradictions, with its diversity and dynamics,” says Klaus Wowereit, Governing Mayor of Berlin.

Taking into account the cultural and historical value of the film footage, an interactive archive for the future is planned in collaboration with Deutsche Kinemathek – Museum für Film und Fernsehen. The entire footage of the shooting day will be archived and open for research.

Prominent support for a unique project

The television project is supported by 24 prominent ambassadors, among them Katharina and Anna Thalbach, MIA., Paul van Dyk, Volker Ludwig and Hertha BSC. They represent the different facets of 24h Berlin and will take part with own projects on the broadcasting day of 24h Berlin.



Furthermore, 24h Berlin is supported by an advisory board with personalities of public life, among them representatives of the Senatskanzlei Berlin (Berlin Senate Chancellery), the Berlin International Filmfestival and the Medienanstalt Berlin-Brandenburg (Media Authority Berlin-Brandenburg).

Get Involved: Everybody can be part of 24h Berlin

Every Ur-Berliner, fresh Berliner, short-time Berliner and Berlin-Fan is invited to participate. Everybody can shoot their Berlin films with their own cameras and will have the chance of becoming part of the television programme. The website will be at the core of the communication until broadcasting day. On www.24hberlin.tv we will publish news about all 24h Berlin events, competitions and activities. Anyone who is interested will have the opportunity to get to know the basics of filmmaking. On September 5, 2008, everyone will be invited to participate in different activities such as filming own material or giving a statement in one of the talk boxes that will be all over Berlin.

Pictures are available for download in the press area of www.24hberlin.tv.

Contact

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