

## **BFI AND IWC SCHAFFHAUSEN ANNOUNCE LANDMARK THREE YEAR PARTNERSHIP**

***To include headline sponsorship of the BFI's star-studded  
Fundraising Gala - LUMINOUS***

**London, December 16 2013**

The BFI is pleased to announce that Swiss luxury watch manufacturer IWC Schaffhausen has become a year round official partner. The partnership includes headline sponsorship of the BFI's Fundraising Gala LUMINOUS - returning in 2015 - and IWC Schaffhausen will also become the Official Time Partner of the BFI and the BFI London Film Festival in partnership with American Express® from 2014. IWC Schaffhausen has a long tradition of support for filmmaking projects with partnerships already in place with the Tribeca Film Festival, the Dubai International Film Festival and the International Film Festival in Beijing.

**Amanda Nevill, CEO BFI, said** *"IWC Schaffhausen is an organisation that shares the BFI's values of creativity, passion and ambition, and we look forward very much to working with them to bring these values to life in programmes that are vital in supporting film culture, will entertain so many people and provide life enduring memories. It is exciting to be at the start of a partnership that holds so much promise."*

**IWC CEO Georges Kern, said** *"For many years now, we have had a passion for cinema. Every director tells a story with his films. At IWC, storytelling is part of the DNA of everything we do. It is therefore an absolute honour and privilege to be associated with such a highly regarded institution and a film festival which has depth and substance and that is globally renowned and respected,"* comments IWC CEO Georges Kern. *"Our desire is to nurture this incredibly special relationship, build an exceptional partnership, and to create and deliver impeccable events. Our brands share many qualities, such as a long history, a proud heritage and a passion for cinema. I believe that these qualities will continue to be nourished and communicated in the years ahead."*

After a hugely successful inaugural event in October 2013 IWC Schaffhausen joins film heavyweights supporting the BFI's Fundraising Gala LUMINOUS to become the event's headline sponsor when it returns in 2015. This unique event, in London, celebrates British film and film talent and will feature a charity auction and uniquely commissioned live and filmed creative content. LUMINOUS attracted some of the biggest names from in front and behind the cameras (including Martin Scorsese, Idris Elba, Damien Lewis, Jude Law, Sienna Miller, Ray Winstone and Olivia Coleman) and raised £250,000 for the BFI National Archive.

From 2014 this partnership also sees IWC Schaffhausen join our family of supporters for the iconic BFI London Film Festival in October 2014 when the festival will bring the best new British and international films to an expanding London and UK-wide audience. 2013's festival has been widely regarded as one of the strongest programmes in recent years, screening a total of 235 fiction and documentary features, including 22 World Premieres, 13 International Premieres and 29 European Premieres from 74 countries and guests including Tom Hanks, Judi Dench, Johnny Depp, Kate Winslet, Emma Thompson, Sandra Bullock, Paul Greengrass, Joel and Ethan Coen and Ralph Fiennes. IWC Schaffhausen will celebrate their partnership with the Festival and the BFI with a star-studded dinner, in honour of the BFI, ahead of the 2014 BFI London Film Festival.

– Ends –

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#### **NOTES TO EDITORS**

##### **About the BFI**

The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class film makers in the UK
- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

The BFI is now a Government arm's-length body and distributor of Lottery funds for film. The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK

- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Greg Dyke.

#### **ABOUT IWC SCHAFFHAUSEN**

With a clear focus on technology and development, the Swiss watch manufacturer IWC Schaffhausen has been producing timepieces of lasting value since 1868. The company has gained an international reputation based on a passion for innovative solutions and technical ingenuity. One of the world's leading brands in the luxury watch segment, IWC crafts masterpieces of haute horlogerie at their finest, combining supreme precision with exclusive design. As an ecologically and socially responsible company, IWC is committed to sustainable production, supports institutions worldwide in their work with children and young people, and maintains partnerships with organizations dedicated to climate and environmental protection.

IWC Schaffhausen has a long-standing relationship with high-profile film stars and personalities including Ewan McGregor, Kevin Spacey and Cate Blanchett amongst others. IWC watches have also been the preferred choice of timepiece in a number of celebrated films, worn by actors with leading roles in the thriller "Wall Street" and in the major box-office success "Ocean's Thirteen".

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