
“WESTWORLD” STAR JAMES MARSDEN PRESENTS THIRD FILMMAKER AWARD

Zurich/Schaffhausen, 1 October 2017 – Last night, Hollywood actor James Marsden presented the third Filmmaker Award at the IWC gala dinner entitled “For the Love of Cinema” as part of the 13th Zurich Film Festival. The jury chose “Paradise War” as the winning film from the three finalists. The award, endowed with a CHF 100,000 prize, was established by the Association for the Promotion of Film in Switzerland (Verein zur Filmförderung in der Schweiz) with the aim of supporting Swiss film projects in an advanced stage of production.

James Marsden became known to wider audiences through his portrayal of the Cyclops in three X-Men films. The US actor from Oklahoma recently wowed audiences in his role as Teddy Flood in the successful TV series “Westworld”. Marsden also premiered his new film “Shock and Awe”, directed by Rob Reiner, at the Zurich Film Festival (ZFF). The Hollywood star later presented the third Filmmaker Award at the IWC gala dinner entitled “For the Love of Cinema”, which was held at the Aura restaurant in Zurich as part of the ZFF. “It’s a real honour for me to be here to present this prize. The Filmmaker Award plays an important role in bringing creative projects by Swiss filmmakers to the big screen,” said Marsden.

“PARADISE WAR” WINS THE THIRD FILMMAKER AWARD

Three film projects were nominated for the award, but the jury chose “Paradise War” as the winner. This feature film produced by Valentin Greutert tells the eventful story of Swiss-born Bruno Manser, who spent many years in Malaysia. Here, he joined the indigenous Penan people in their non-violent battle against deforestation of the rainforest, which is the home to many endangered species such as the orangutan. Manser disappeared without trace during his last visit to the rainforest and has remained

missing to this day. The film is directed by Niklaus Hilber (“Amateur Teens”), and shooting is scheduled to begin soon. As well as the Filmmaker Award, the famous Swiss director also received an IWC Portugieser Automatic watch (Ref. IW500703). “The projects submitted this year were of such high quality and so diverse that it was again difficult for us to choose a winner. We hope that the Filmmaker Award will help bring Bruno Manser’s story to cinema screens in Switzerland as well as abroad,” said CEO of IWC, Christoph Grainger-Herr at the award ceremony.

A CRUCIAL CONTRIBUTION TO THE PROMOTION OF FILM

The Filmmaker Award, endowed with a CHF 100,000 prize, was established by the Association for the Promotion of Film in Switzerland. Co-directors of the ZFF, Nadja Schildknecht and Karl Spoerri, CEO of Ringier, Marc Walder, and CEO of IWC, Christoph Grainger-Herr, are all part of the association. The award aims to support exciting projects by Swiss filmmakers in the challenging stages of production or post-production. By doing so, it is helping to close a gap in film funding. In addition to the winner, “Paradise War”, the other nominees for the award were “Le vent tourne” by Pauline Gyax and Max Karli, and “Der Unschuldige” by Aurelius Eisenreich and Tolga Dilsiz. The two winning

projects from last year – “Fortuna” by Germinal Roaux and “Das Blue Note Projekt” by Sophie Huber – have since been completed and will soon be released internationally.

AWARD CEREMONY AT THE IWC GALA DINNER

The prize was awarded in a ceremony at the IWC gala dinner entitled “For the Love of Cinema” in the Aura restaurant and club in Zurich. Well-known TV presenter Sandra Studer hosted the evening. Pepe Lienhard and his orchestra provided the musical entertainment, interpreting hits from famous films. Along with representatives of the Swiss and international film industry, IWC also invited numerous personalities from the world of media, art, business and politics to attend the event. The watchmaking company from Schaffhausen has a strong commitment to filmmakers and cinema, and is not only involved in the ZFF but also supports film festivals in London, New York, Peking, Dubai and Toronto. This was IWC’s fourth time as cooperating partner of the Zurich Film Festival.

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 around the globe in their work with children and young people, and maintains partnerships with organizations dedicated to environmental protection.

DOWNLOADS

Images of the award ceremony at the IWC gala dinner entitled “For the Love of Cinema” can be downloaded free of charge at press.iwc.com

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