

BAVARIA FILM INTERACTIVE WINS THE SILVER OTTOCAR AT THE AUTOVISION 2011 FESTIVAL



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Munich/Geiseltal, 20.09.2011 – Bavaria Film Interactive has won the Silver OttoCar in the Corporate Video category at the Autovision 2011, the 10th International Automotive Film and Multimedia Festival.

The prize-winning production is the portrait of a collaboration between BMW and Steinway & Sons. The background to the film: In November 2010, BMW brought out a special limited-edition version of its BMW 7 Series in cooperation with the Hamburg piano manufacturer. The design of both the interior and exterior leans directly on the classic black and white forms of a traditional piano keyboard.

The idea of the film was to pinpoint the aspects of craftsmanship that the construction of a grand piano and the manufacture of an exclusive vehicle such as the "BMW Individual 7 Series Composition inspired by Steinway & Sons" have in common. The film draws parallels not only between the assembly processes employed in the production of pianos and motorcars but also emphasises the importance of absolute precision and dedication to the product that they both share.

The images presented in the film, which was made by Bavaria Film Interactive in Munich and Hamburg, underlines the concepts of aesthetics, quality and exclusivity that unite both companies.

The Silver OttoCar was awarded on September 15, 2011 at the 64th IAA International Motor Show in Frankfurt.

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Bavaria Film Interactive GmbH is an agency and production company for audiovisual and Internet-based corporate communication. With its three business fields, Corporate Film, Corporate TV and Corporate Services, Bavaria Film Interactive offers effective, multimedia-based communication, film and technological solutions for brands and companies, with a lasting impact. Since 1995, Bavaria Film Interactive has been a wholly-owned subsidiary of Bavaria Film GmbH, for innovation and success with moving images.

Communication is our craft; film is our passion.