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INFORMATION

**SWAROVSKI SUPPORTS  
THE BEST BRITISH NEWCOMER AWARD AT THE 54<sup>TH</sup> BFI LONDON  
FILM FESTIVAL 2010**

**Swarovski announces collaboration with BFI to support Best British Newcomer Award at the 54<sup>th</sup> BFI London Film Festival in partnership with American Express.**

This year's Best British Newcomer Award will be presented in partnership with Swarovski to honour new and emerging film talent, recognising the achievements of a new writer, producer, director, actor or actress. The Award, judged by Andrea Calderwood, Antonia Bird, David Morrissey, Mike Goodridge and Tony Grisoni will be presented to one of the following nominees:

Brian Welsh, Director/ Writer *In Our Name*  
Clio Barnard, Director/ Writer *The Arbor*  
Richard Ayoade, Director/ Writer *Submarine*  
Michelle Eastwood, Producer *In Our Name*  
Tracy O'Riordan, Producer *The Arbor*  
Conor McCarron, Actor *Neds*  
Craig Roberts, Actor *Submarine*  
Manjinder Virk, Actress *The Arbor*

*"We are thrilled to support the future of British Film by presenting this prestigious award. We wish all the nominees the very best of luck and look forward to following their sparkling careers."* **Nadja Swarovski**, Vice President International Communications, Swarovski.

**David Morrissey** comments, *"It's a great privilege for me to be on the Best British Newcomer Jury at the LFF this year and that the festival continues to support new and innovative talent in Britain. It's such a strong year and fills me with hope for the future of our industry."*

Winners of the 2010 BFI London Film Festival Awards will be announced on the 27<sup>th</sup> October at Jerwood Hall, LSO St Luke's, during which director Danny Boyle will be presented with the BFI Fellowship, the highest accolade the British Film Institute can bestow.

From the early days of Hollywood, Swarovski has worked hand in hand with costume and set designers, creating show-stopping jewels, costumes and sets which capture the spotlight. The company's reputation for the highest quality and largest variety of the finest cut crystal is unchallenged on and off the silver screen, adorning sets and stars in classics such as *Gentlemen Prefer Blondes*, *The Wizard of Oz*, *Breakfast at Tiffany's* and more recently *The Young Victoria*, *NINE*, *The Black Swan* and *Burlesque*. **Swarovski Entertainment**, the independent film production division of Swarovski, is taking one step further into the creation of movie content. In keeping with the company's ongoing quest to amaze and inspire, films by Swarovski Entertainment will offer poetic entertainment with a strong emotional thrill for a broad international public. Swarovski Entertainment will develop uplifting plots - allegories on the interplay of light and dark - that are destined to enrich and strengthen the audience.



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**WWW.SWAROVSKISPARKLES.COM**

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*In 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly-invented machine for cutting and polishing crystal jewellery stones. From this beginning that revolutionised the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal for fashion, jewellery and more recently lighting, architecture and interiors. Today, the Swarovski group, still family-owned and run by 4th and 5th generation family members, has a global reach with some 24,800 employees, a presence in over 120 countries and a turnover in 2009 of 2.25 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystals have become an essential ingredient of international design. Since 1965 the company has also catered to the fine jewellery industry with precision-cut genuine and created gemstones. Showing the creativity that lies at the heart of the company, Swarovski's own brand lines of accessories, jewellery and home décor items are sold through more than 1,800 retail outlets worldwide. The Swarovski Crystal Society has close to 350,000 members across the world, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995 as a celebration of Swarovski's universe of innovation and inspiration. The Swarovski group also includes Tyrolit<sup>®</sup>, manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments.*

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## **Notes to Editors**

### **About the BFI**

The BFI is the nation's cultural organisation for film, keeping the breadth of voices in moving image culture alive and known. Through its venues, festivals, film releases and online, the BFI inspires people to understand and enjoy film culture, ensuring that everyone in the UK can see the broadest range and choice of films, otherwise not provided by commercial cinema. The BFI reaches an audience of over 7.5 million in the UK every year.

The BFI London Film Festival champions creativity, originality, vision and imagination by annually showcasing the best of contemporary world cinema, documentaries, shorts, animation and experimental film. The Festival is a highly regarded and anticipated event in Europe's cultural calendar, attracting leading international filmmakers, industry professionals and the media together with large public audiences to London for a two week celebration of cinema.

Last year's Festival hosted 193 feature films and 113 short films from 46 countries including 15 world premieres. There were 515 screenings and 553 filmmakers in attendance, drawing the highest ever audience attendance of over 130,000 filmgoers. The Festival opened with the World Premiere of FANTASTIC MR. FOX and closed with the World Premiere of NOWHERE BOY.

This year's Festival is in the second of a three-year Lottery funding partnership with the UK Film Council.

The BFI is a public body part funded by DCMS through the UK Film Council. For every £1 it receives in grant-in-aid, the BFI raises a further £1.50 through self-generated means.

During the London Film Festival, BFI Live - the BFI's online channel - will provide behind the scenes interviews and exclusive footage, capturing events and red carpet moments from the West End to the Southbank. BFI Live will be updated daily online with a range of clips to give an inside view of the Festival. [bfi.org.uk/live](http://bfi.org.uk/live)

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