



## **JAEGER-LECOULTRE TO BE MAIN SPONSOR OF THE 76TH VENICE INTERNATIONAL FILM FESTIVAL OF LA BIENNALE DI VENEZIA**

Maintaining its commitment to the culture of filmmaking and the preservation of cinematic heritage, La Grande Maison will celebrate the 15th anniversary of its partnership with the Venice International Film Festival this year. As main sponsor of the Film Festival, Jaeger-LeCoultre will be actively involved in all of its highlights, adorning the stars with its finest timepieces and presenting a personalised Reverso watch to the winners of the most prestigious awards: Best Film (Leone d'Oro, the Golden Lion Award), Best Actress and Best Actor of the year (Coppa Volpi Awards) and the Golden Lion for Lifetime Achievement (Leone d'Oro alla carriera). The customised watches will be hand-engraved in Jaeger-LeCoultre's own workshops with the image of a lion – an iconic part of the official logo of La Biennale di Venezia – and the inscription "76. Mostra".

Each year, Jaeger-LeCoultre pays tribute to the creativity of outstanding filmmakers through the Glory to the Filmmaker Award, conferring it on a personality who has, in the words of Festival Director Alberto Barbera, "brought great innovation to contemporary cinema". This year's winner will join a list of distinguished past laureates, which includes: Takeshi Kitano (2007), Abbas Kiarostami (2008), Sylvester Stallone (2009), Mani Ratnam (2010), Al Pacino (2011), Spike Lee (2012), Ettore Scola (2013), James Franco (2014), Brian de Palma (2015), Amir Naderi (2016), Stephen Frears (2017) and Zhang Yimou (2018).

Throughout its 186-year history Jaeger-LeCoultre has dedicated itself to building a great legacy of watchmaking tradition while constantly creating new watchmaking legends. Committed to a quest for excellence and driven by its inventive spirit, Jaeger-LeCoultre has a long-standing engagement in supporting the appreciation and preservation of the filmmaking arts.

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### **Jaeger-LeCoultre**

Since its founding, Jaeger-LeCoultre has made precision an art form in its own right, balancing skills and artistry with sophistication and aesthetical finesse. In keeping with the inventive spirit of 1833, the artisans of the Manufacture create collections which have always been at the forefront of fine watchmaking: Reverso, Master, Rendez-Vous and Atmos. This rich legacy built by the Grande Maison over generations serves as a constant source of inspiration in pushing the boundaries with unprecedented timepieces.