

'E' FOR ENVIRONMENT AT THE EBERSWALDE INTERNATIONAL FILM FESTIVAL

November 2010



Zelfo Technology was selected by event organiser SEHquenz e.V. to create an innovative and sustainable design for the new awards given out at the seventh International Film Festival in Eberswalde, Germany.

The award is designed in the shape of an 'e' for Eberswalde. SEHquenz wanted the 'e' to emphasise the festival's commitment to the environment and the role of sustainability in the world of film.

Choosing to use Zelfo, a sustainable material made from natural cellulose fibres, underlines this message – reminding film makers that it is up to them to use resources and technology not only creatively, but sustainably.

SEHquenz's Andreas Glaser said: "Using Zelfo for the prize is like any successful creative work as it combines maximum effect with efficiently managed resources".

Richard Hurding and Trevor Dean of *Zelfo Technology* designed the 'e' award to reflect the film projection process, with bright pulses penetrating the dark exterior. The Zelfo made component is placed on a transparent/neutral recycled acrylic base.

More than 820 entries from 52 different countries competed for one of the awards at the festival in October 2010.