

Shah Rukh Khan filming Don 2 in Berlin

Berlin, 22 October 2010 Big hype at today's press conference at the FriedrichstadtPalast announcing the DON-2 film shoot in Berlin! Bollywood legend Shah Rukh Khan, the German actor Florian Lukas and Indian superstars Priyanka Chopra and Boman Irani presented the project, together with the director Farhan Akhtar, producer Ritesh Sidhwani, German co-producer Mathias Schwerbrock and the German catalysts of the project, Medienboard CEO Kirsten Niehuus, visitBerlin CEO Burkhard Kieker and Berlin Partner CEO René Gurka.

For about 50 days the Bollywood blockbuster DON-2 is being shot in prominent locations throughout Berlin. Among the highlights are the Berlin Cathedral, the Gendarmenmarkt, the Olympic Stadium and the East Side Gallery.

Shah Rukh Khan, Hauptdarsteller: "A proud moment for all of us at DON-2, Germany today houses a huge market for Indian films and it's great to be here shooting for the next 50 days. A landmark city which is part of world history."

Farhan Akhtar, Regisseur: "When I came to Berlin on holiday in 2007 I was amazed and overwhelmed by the spirit of the city and most excited to see the mix of architecture, politics, music, cinema and all the signs of a healthy cultural life. Just like my character – 'Don', this city is avante garde and cutting edge. Two reasons for me coming here - Berlin is the right location for my film DON-2 and Berlin has to be on the Bollywood screens."

Ritesh Sidhwani, Produzent (Excel Entertainment): "Don is a brand which deserves only the best and in this ambitious project of ours it's going to be our endeavour to make it comparable to the best in the world and what better way than to start of in Berlin"

Mathias Schwerbrock, Deutscher Koproduzent (Film Base Berlin): "I am proud to coproduce a film, which will have an audience of approximately one billion eyeballs"

As Medienboard Managing Director Kirsten Niehuus notes: "Shah Rukh Khan, the Berlin Cathedral, Gendarmenmarkt Square, the Olympic Stadium – not just the Indian superstar but the city of Berlin, too, will play a starring role in the film! India has the largest cinema-going audience in the world, which means that a film featuring the most beautiful locations in Berlin will no doubt inspire Don fans to visit the city and to walk in Shah Rukhs footsteps."

visitBerlin CEO Burkhard Kieker: "DON-2 will be our advertising campaign for India. With this film we want to instil enthusiasm in a multimillion audience for the destination Berlin and, in this way, secure our breakthrough on the Indian market."

René Gurka, Managing Director Berlin Partner GmbH: „Berlin has fought off competition from other cities worldwide to be chosen as a shooting location. The decision to film DON-2 here

Press Release



shows once again what a positive image Berlin enjoys around the globe. That is why we and the *be* Berlin capital city campaign are pleased to support the DON-2 project. The shooting will benefit the local media industry and open up new avenues in Asia for Berlin-based companies.”

Press photos can be downloaded during or immediately after the press conference at www.medienboard.de/downloads.

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