

## MYCHAEL BERG

After being an art teacher and a social education worker in his earlier life, Mychael Berg stepped into the world of film and cinema in the late 1980s, initially running art house theatres in Bremen (Kommunales Kino) and Berlin (Kant Kino). In 1993 he moved into film distribution with Berlin's Jugendfilm Verleih as Head of Sales – releasing movies such as Bertolucci's 'Little Buddha' or Cameron's 'True Lies'. In 1994 he took over the position of branch manager at 20th Century Fox, Germany, moving to Fox's local headquarters in Frankfurt in 1996 as Sales Director. Berg held this position until 2014, releasing some 400+ titles over these years – titles ranging from mainstream blockbusters such as 'Independence Day', the 'Star Wars Trilogy' or 'Titanic' to James Cameron's 'Avatar' and the franchise 'Ice Age', but also classics such as 'Black Swan', 'Life of Pi' or 'Fight Club' and 'Grand Budapest Hotel'. Fox's successful co-operation with local arthouse distributors such as Prokino and Majestic proved the company's expertise in the local arthouse market as well – distributing German, Austrian and European titles such as 'Le fabuleux destin d'Amélie Poulain' or 'Kirschblüten'. In 2014 Berg moved to Cologne-based Splendid Filmverleih as head of distribution for the DACH region. Returning to exhibition in 2016, Berg joined the German multiplex chain Cinemaxx (freelance) as a film buyer and also programmer of the renowned Hamburg arthouse Holi. Since 2018 he has been an independent consultant for exhibition, distribution and production. Between 2010 and 2022 Berg was a member of film funding committees in Hesse (HessenInvest, now Hessen Film: distribution funding); FFA (Filmförderungsanstalt: nationwide, production and distribution funding); BKM (commission for culture and media: nationwide, distribution funding).