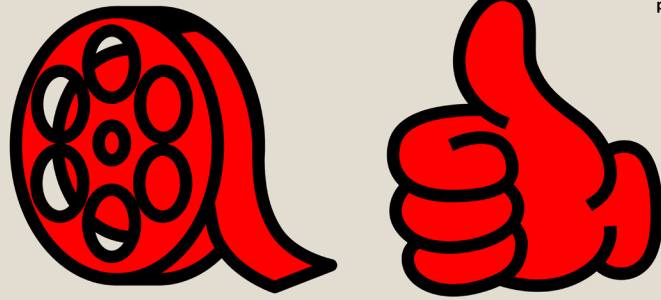


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films



Press release

“Pretty Good Films” Open Air Festival showcases the magic of cinema, Swiss style!

Beijing, September 26th - The Swiss Embassy today announced the launch of its annual showcase of the best in Swiss cinema. Under the embassy's yearly campaign of *Pretty Good Switzerland*, the event is titled *Pretty Good Films Open Air Film Festival* and is scheduled to take place from September 26th to 28th. More than 150 film enthusiasts, industry professionals, and media representatives attended the Grand Opening today, celebrating Swiss cinematic excellence while fostering bilateral cooperation and understanding through the art of film.

The 4th Swiss Film Festival features a carefully curated selection of films from prestigious film festivals in Switzerland. This year's lineup includes eight films, including four documentaries, two narrative features, and two animations, all showcasing the unique perspectives and talents of Swiss filmmakers. In addition to the traditional VIP and Public screenings, it also features academic and artistic screenings for economic and art professionals respectively, followed by Q&A and discussions.


Film festivals are deeply rooted in Swiss cultural traditions. The country has a multitude of film festivals, ranging from animated films and documentaries to auteur cinema and shorts. The most well-known festival is the Locarno International Film Festival founded in 1946. Among Europe's most prestigious festivals, it is dedicated to auteur films. The Zurich Film Festival, launched in 2005, also enjoys an international reputation and has already welcomed several Hollywood stars. Film lovers also make pilgrimages to Nyon for the Visions du Réel festival, to the Solothurn Film Festival, and Neuchâtel for its International Fantastic Film Festival.

“I am proud to promote the vibrant and diverse world of Swiss cinema. Our films embody the unique blend of creativity, innovation, and cultural heritage that defines our country,” Swiss Ambassador Jürg Burri said at the Grand Opening, “With the Economy under the spotlight this year, we will tell you through the lens of film that, how Switzerland, a mountainous country lacking natural resources becomes an economic major power.”





Since 2021, the Swiss Film Festival has become a flagship project of the Swiss Embassy. The previous three editions were all well received by the Chinese audience, with themes on *Smart & Sustainable*, *Swissplained*, and *Diversity & Me*. The 4th edition is also part of the embassy's public diplomacy campaign 2024-2025, with a focus on the *Economy* in 2024 to celebrate the entry into

force of the Sino-Swiss Free Trade Agreement and will culminate in the 75th anniversary next year of the establishment of diplomatic relations between Switzerland and China.

The “*Pretty Good Films*” Festival will open to the public free of charge on September 27th and 28th at the Swiss embassy, with subsequent public screenings taking place in Hangzhou between October 3rd to 8th. Follow our social media for the full festival schedule and registration details.

<p>Public screenings</p> <p>Scan the QR code to select your expected film.</p> <p>* <i>September 27-28: free of charge and open to the public.</i></p> <p><i>Seats are limited and on a first-come first-served basis.</i></p>	
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2024 Film Program

<p>The Driven Ones Thursday, September 26 (Documentary, 82')</p>	<p>Economy is Care Friday, September 27 (Animation, 6')</p>	<p>The Branch I am Sitting On Friday, September 27 (Documentary, 102')</p>	<p>No Dogs or Italians Friday, September 27 (Animation, 80')</p>
			
<p><i>They are the world’s next CEOs: students of the Master’s program “Strategy and International Management” at the University of St. Gallen. Over seven years, the documentary accompanies the five young men and women, who come from very different countries, from their studies to the first years of their careers. They have different backgrounds, dreams, and values. They experience exhilarating triumphs as well as bitter defeats – and repeatedly question many things.</i></p>	<p><i>We all work, consume, and want to live a good life. That is why we are all part of the economy. But more and more often some get a lot more appreciation and reward, while others go home empty-handed. On top of that, there is a large amount of unpaid work, but vital work, which goes unnoticed. Let’s go on a short journey and try to find out why that is.</i></p>	<p><i>The wealth of the world is unequally distributed. One of the profiteers is the canton of Zug, a tax haven in the heart of Switzerland. Since the middle of the 20th century, the small town on the shores of an idyllic lake has risen to become an important business location. Filmmaker Luzia Schmid remembers her childhood in Zug and lets those people speak who have experienced the changes firsthand. A personal economic film that embeds tax policy both historically and globally, exposes barefaced ambivalences and dares to question morality.</i></p>	<p><i>Luigi Ughetto and his brothers leave behind their village of Ughettera, the land of the Ughetto family in their native Piedmont, to discover “La Merica”, that fabulous land where dollars grow on trees. Instead of America, it is in Provence that Luigi will set down his bundle. His story is that of hundreds of thousands of Italians who left their homeland to settle in France, Switzerland, Belgium, and everywhere else.</i></p>

<p>Grounding Friday, September 27 (Fiction, 120')</p>	<p>bill – das absolute augenmass Saturday, September 28 (Documentary, 94')</p>	<p>Green Gold Saturday, September 28 (Fiction, 90')</p>	<p>Dragon Women Saturday, September 28 (Documentary, 82')</p>
 <p><i>The demise of airline Swissair in 2001 was a huge blow to Switzerland's economy and the country's morale. It was a sad day in Swiss history when the airline's fleet was grounded on 2 October 2001. Grounding is set during the last days of the doomed airline, and tells the story of manager Mario A. Corti's unhappy fate, the last, unlucky CEO at the traditional airline company, as well as of all those nameless people who lost almost everything in the maelstrom of Swissair's downfall: their job, home and their belief in Switzerland.</i></p>	 <p><i>The film about Max Bill (1908-1994) is a highly potent mix of arts, aesthetics, and politics. Max Bill was probably the most important Swiss artist of the 20th century. During his lifetime he was a rebel – today he lives ever present in the upper spheres of the most influential artists of the 20th century. His name stands for an avant-garde, which is firmly focussed on the future, which bears a social responsibility, and which intrinsically contains an engaged political message. What mattered for Max Bill was the creation of our environment and a green consciousness, which is currently of incredible imminence.</i></p>	 <p><i>Liberally inspired by a true story that took place in the Tessin at the beginning of the 2000s. Mario is an unemployed engineer, a victim of the economic crisis. He decides to organize the robbery of the century. The police had just stored in a military facility the largest quantity of cannabis ever seized in Switzerland, and it would be burned shortly. Mario decides to put together a gang to 'substitute' the cannabis with common hay without anybody being the wiser. All of them are convinced to have in their hands the "green gold" that will change definitively their lives. Instead...</i></p>	 <p><i>Often called Dragons, women in the finance sector still represent a small minority, especially in the higher spheres of power. Shot in Europe, America & Asia, this documentary is a series of intimate portraits of various senior women in the finance sector. Filmed at work, at home, and during their leisure time, they'll tell us what made them succeed in the business and share with us the mechanisms they've had to implement to survive in one of the most competitive and masculine sectors in the world.</i></p>

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