



Cartier becomes Main Sponsor of the Venice International Film Festival – La Biennale di Venezia

From 2021, Cartier partners with La Biennale di Venezia to become Main Sponsor of the Venice International Film Festival and jointly contribute to supporting contemporary film creation.

As part of this collaboration, and from this year onwards, Venice International Film Festival and Cartier will pay tribute to outstanding filmmakers through the *Cartier Glory to the Filmmaker Award*, dedicated to a personality who has made a particularly original contribution to the contemporary film industry. The award ceremony will take place in Lido di Venezia and it will be a unique occasion to celebrate talent, creativity, and emotion.

Art and culture have always been intimately linked to the history of Cartier. This new collaboration with one of the most renowned international cultural events builds on the Maison's long-lasting commitments to preserve cultural heritage and support contemporary artistic creation.

About Cartier

A reference in the world of luxury, Cartier, whose name is synonymous with open-mindedness and curiosity, stands out with its creations and reveals beauty wherever it may be found. Jewellery, fine jewellery, watchmaking and fragrances, leather goods and accessories: Cartier's creations symbolize the convergence between exceptional craftsmanship and a timeless signature. Today, the Maison has a worldwide presence through its 270 boutiques.