

# PRESS RELEASE

## Film competition for students

### **"Celebrate Innovation": Dürr Challenge celebrates anniversary**

**Bietigheim-Bissingen, November 10, 2017 – Dürr has organized another "Dürr Challenge", marking the fifth anniversary of the event. This year, the company sent three student teams to the technology strongholds of Tokyo, London and Silicon Valley for a week. The task of the competition was to shoot a short movie in the respective city under the motto "Celebrate Innovation". The prize money of €2,500 was won by the Silicon Valley team, who did the best job at incorporating the motto into their movie. The premiere and award ceremony took place at the Ludwigsburg Scala cinema in front of a full house of 350 guests. Each team was supported by a student from the Baden-Württemberg film academy.**

"We really struggled to choose a winner", explained jury member Dustin Loose. "It was neck-and-neck, because all the movies had been produced to such a high standard", said the director, student Oscar winner and former participant of the Dürr Challenge. "We eventually chose the movie from Silicon Valley. The team tells a story that is really suited to Silicon Valley, slightly tongue-in-cheek and without any long explanations." Aside from Dustin Loose, the jury also included Yves Alain Lambert from the Baden-Württemberg film academy and three Dürr employees.

The event's fifth anniversary was celebrated at a special venue. The award ceremony was held in a larger cinema, since in previous years tickets had sold out within just a few hours. This gave more people the opportunity to attend the event. Another change this year was that the teams were provided with 360° cameras so they could report on their experience via the Dürr social medial channels. This

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enabled Twitter, LinkedIn and Facebook users to view up-to-the-minute coverage of the movies being made.

"Since the first Dürr Challenge was held in 2013, this international competition has been attracting rapidly growing interest", explains Klaus Achtelik, head of corporate human resources. Its success is also reflected in the rising number of Dürr Challenge applicants and more than 36,000 views on YouTube of the movies made since 2013. "People are increasingly talking to us about this project at trade fairs and interviews. For us the Dürr Challenge is an innovative approach and, given its five-year anniversary, a sustainable way to present Dürr as an employer and attract the target group in a creative manner", adds Paul Eckert, head of HR development.

All three films from this year's "Dürr Challenge" can be viewed at [www.youtube.com/duerrag](http://www.youtube.com/duerrag). Additional information about the three teams are available at <http://www.durr.com/challenge/en/>.

Pictures of this year's Dürr Challenge are available here:

[http://www.durr.com/press/images/?tx\\_damdownloads\\_pi1%5Bcat%5D=26](http://www.durr.com/press/images/?tx_damdownloads_pi1%5Bcat%5D=26)

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