

Cartier

« *L'amour a un nom et une couleur* »

« *True love has a colour and a name* »

**Cartier puts love in the online spotlight with three short films in cinema-mode
by Luca Guadagnino:**

***Jardins du Palais-Royal,
Rue du Faubourg Saint-Honoré,
Place de l'Opéra***

Cartier is releasing three short films, three marriage proposals, exclusively on Facebook from and on YouTube. Love, the proposal, and the red box are the three themes Cartier has entrusted to the Italian director Luca Guadagnino (2011 Oscar nominee for the Best Foreign Film: *"I Am Love"*).

Working with the American screenwriter Xan Cassavettes, the director shows three proposals of marriage, three iconic love stories involving Paris and jewellery, each set in a different part of the city: the rue du Faubourg Saint Honoré, the Opéra and the Palais Royale.

Shot in cinema mode, these original stories show how romance affects three generations of lovers in turn:

On a night tinged with nostalgia, the wonderful Aurore Clément, best known for her performance in Louis Malle's *Lacombe Lucien* and her appearance in Francis Ford Coppola's *Apocalypse Now*, stands in evening wear on the steps of the Opéra Garnier.

During a light, playful afternoon in the gardens of the Palais Royal; two actors off-camera find new roles to play and are filmed from the side-lines of their affair. With the Italian actress Valentina Cervi (*The Portrait of a Lady*, directed by Jeanne Campion).

Two guests escape from a grand reception in a mansion on the rue du Faubourg Saint-Honoré, ending up together in the intimacy of a room overlooking the roofs of Paris. With the new French star Marine Vacht and Hugo Becker, who made his mark as the Frenchman in the American series, *Gossip Girl*.

For this international production, Cartier has brought together a wide range of talents with European actors, an American screenwriter, an Italian Director: a myriad of personalities that give life to these stories which are both unique and universal – like many romantic declarations.

As if true love had a colour and a name...

Three short films by Luca Guadagnino

Born in 1971 in Palermo, Italy. Luca Guadagnino is a Director, Producer, Screenwriter and Author. He was nominated for an Oscar and a BAFTA award in 2011 for his feature-length film "I Am Love".

Luca Guadagnino directed his first full-length film *The Protagonists* in 1991, at the age of 28, with the actress Tilda Swinton. The film was given a special mention at the 56th Venice Film Festival, before being presented at 11 other international festivals.

Following its success, in 2002 Luca Guadagnino shot a documentary on Tilda Swinton, *The Love Factory*, and it too was selected for the Venice Festival 2004.

In 2010 he released a new full-length work for the general public: *I Am Love*, again with his favourite actress, Tilda Swinton, in the lead role. The film caught the attention of international critics and led to Oscar and BAFTA nominations in 2011.

It was the elegant, luxurious and unusual atmosphere of the film that attracted Cartier and led it to give *carte blanche* to its director. Luca, more than anyone, enjoys showing the beautiful intensity of love while confusing indications of period. Contemporary settings blend seamlessly into the glamour of years gone by, revealing passionate love as timeless and universal.

To better express their love, two actors play at seduction and surprise off-camera just as they do on set. But is it for just for the film or for life?

In the radiant sunshine of spring, in the gardens of the Palais Royal, Luca Guadagnino has created a light-hearted short film with the romantic, timeless music of Michel Legrand, capturing a unique moment when two free-spirited, ardent lovers decide to make their future together.

The actors

Valentina Cervi

The cinema actress, Valentina Cervi, is the daughter of director Tonino Cervi and the granddaughter of actor Gino Cervi. Her first role was in *Portami de la luna* (1986) at the age of 10, then in 1996 she gained notoriety for her English-speaking role in *Portrait of a Lady* directed by Jane Campion. One year later she again received critical approval in *Artemisia*.

Films:

1996: *The Portrait of a Lady*, directed by Jane Campion

1999: *Rien sur Robert*, directed by Pascal Bonitzer (nominated for the César for best young female talent)

2008: *Il resto della notte*, directed by Francesco Munzi

Currently :

2011: *Zen*, BBC series

2011: *Jane Eyre*, directed by Cary Fukunaga (released September 2011)

Nicolas Giraud

In 1999, when the comedy *Liberté-Oléron* directed by Bruno Podalydès was being shot on the Island of Oleron, Nicolas decided to go a casting session. He was given a small part and his few days of filming were a revelation for him.

He first captured the public's attention with his role in *Adèle Blanc-Sec*, directed by Luc Besson, as a scientist madly in love with Adèle (Louise Bourgoin). With gaining popularity, he has appeared in several films in 2011.

Films:

2008: *Taken*, directed by Pierre Morel

2010: *The extraordinary Adventures of Adèle Blanc-Sec*, directed by Luc Besson

Currently :

2011: *Un baiser papillon*, directed by Karine Silla-Pérez

2011: *Voir la mer*, directed by Patrice Leconte

2011: *Coup d'éclat*, directed by José Alcala

Rue du Faubourg Saint-Honoré

Time: 7 pm. Place: a mansion in the rue du Faubourg Saint Honoré. A wealthy industrial family is preparing to celebrate the engagement of their only son, a brilliant businessman, to a beautiful young woman. But she seems lost and alone, surrounded by luxury she has rarely experienced ... a moment of doubt ... is she making the right choice? But that's overlooking the concern and the passion that the young man has for her. The intensity of emotions that Luca Guadagnino presents is a reminder that, even if it is highly conventional, an engagement is a moment of eternal truth for two lovers.

The actors

Marine Vatch

A model since the age of 15, Marine went to a casting for *My Piece of the Pie*, a social comedy directed by Cédric Klapisch (released in March 2011). She plays a model who has a relationship with a trader (Gilles Lellouche) and shows him that money can't solve every problem.

Films:

2011: *Ma part du gâteau*, directed by Cédric Klapisch

Currently :

To be released soon: *Ce que le jour doit à la nuit*, directed by Alexandre Arcady

Hugo Becker

While his recent appearance in the successful American series *Gossip Girl* introduced him to a larger audience, his name is not new to film lovers. In 2010 he was named among the *Jeunes Espoirs* at Cannes for his role in the short film *La Mariée n'est pas qu'une Marchande de Frites*, directed by Flavia Coste. In the same year he made his debut in several full-length films: *L'assaut*, *La Proie*, *La Première Fois*, and *La Croisière*.

Films:

2010: *Toutes les filles pleurent* by Judith Godrèche

2010: *Gossip Girl - Season 4*

Currently :

2011: *L'Assaut*, directed by Julien Leclercq

2011: *La Première fois*, directed by Marie-Castille Mention-Schaar

An older couple are about to spend another evening at the Opéra Garnier, the place where once they swore their eternal love for one another. An evening like any other after so many years spent together? Not with the affectionate playfulness they share. "You haven't changed. You are still an incurable romantic..." The film ends on that last line from a happy man as much in love as ever.

The actors

Aurore Clément

It was her photograph on the cover of *Elle* that prompted Louis Malle to invite Aurore Clément to play the role of France, a young Jewish girl in love with an adolescent collaborator, in the film *Lacombe Lucien*.

Following this successful debut, she went on to appear in more than eighty films all over Europe. She gained an international reputation in *Paris, Texas*, directed by Wim Wenders which won a Palme d'Or at Cannes in 1984.

Films::

1974: *Lacombe Lucien*, directed by Louis Malle

1979: *Apocalypse Now*, directed by Francis Ford Coppola (Version Redux de 2001)

1984: *Paris, Texas*, directed by Wim Wenders (Palme d'Or, Cannes in 1984)

2006: *Marie Antoinette*, directed by Sofia Coppola

Currently:

2011: *Je suis un no man's land*, directed by Thierry Jousse

Didier Flamand

After studying drama at the Faculty of Vincennes, Didier taught drama at the Ecole Polytechnique, the Faculté des Sciences and the Ecole des Ponts et Chaussées. In 1977 he founded his own company, *Le Retour de Gulliver*, and his first show, based on the poem *Ecce Homo* by Henri Michaux, was staged at the Ecole Polytechnique and later at the Festival d'Avignon (Cloître des Carmes). He directs all his own work and at the same time pursues a career on the stage and the screen.

Films:

1986: *The Wings of Desire*, directed by Wim Wenders

1999: *The Crimson Rivers*, directed by Mathieu Kassovitz

2003: *The Chorus*, directed by Christophe Barratier