

# Presseinformation



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## „Peace and quiet“: Celebrities present holiday destination Mecklenburg-Vorpommern in short films

Anneke Kim Sarnau, Hinnerk Schönemann, and Olaf Schubert appear in five episodes of the first online-only series promoting tourism in Northeast Germany

“Peace and quiet”: This is the title of the new five-part series which offers a casual, charming, and self-ironic portrayal of the holiday destination Mecklenburg-Vorpommern. The series features a high-profile cast: Anneke Kim Sarnau and Hinnerk Schönemann, both winners of the Grimme award, find some peace and quiet between the Baltic Sea and the lake district. In two episodes, they are supported by Olaf Schubert (known, for example, from the „Heute Show“), who was born and raised in Saxony and who used to spend his holidays at the Baltic Sea as a child. Anneke Kim Sarnau and Hinnerk Schönemann are authentic representatives of Germany’s Northeast as well: While Sarnau investigates for the detective TV series *Polizeiruf 110* in Rostock, Schönemann was born in Rostock and lives in the lakeland *Mecklenburgische Seenplatte*. Charmingly and with a North German sense of humour, “Peace and quiet” highlights the special relationship between holidaymakers and hosts. The films can be watched almost exclusively on the internet and on social media. They are available on the YouTube channel of the Mecklenburg-Vorpommern Tourism Association ([youtube.com/aufnachmv](https://youtube.com/aufnachmv)), which commissioned the production.

Financially supported by the state government, “Peace and quiet” is Mecklenburg-Vorpommern’s first online-only film campaign, and it is set to reach a wider audience than any other previous campaign. The goal is to reach a minimum of roughly a million viewers within the first six months of the two-year campaign. The project is made possible in



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cooperation with the Regional Marketing Department of Mecklenburg-Vorpommern, the Filmland MV gGmbH, and five touristic regions/places in Mecklenburg-Vorpommern.

“In today’s hectic, stressed world, finding a quiet place has become an increasingly important motive for people to spend their holidays in Mecklenburg-Vorpommern. They often associate silence with other positive values, such as an inner balance and emotional stability. The natural assets of Mecklenburg-Vorpommern are closely connected with this topic. The region is home to natural landscapes, such as lakes, beaches, and nature reserves, and offers plenty of salty air and a bracing climate, allowing holidaymakers to unwind. Many places in Mecklenburg-Vorpommern provide an atmosphere of peace and tranquillity, which is a true competitive advantage”, says Bernd Fischer, managing director of the Mecklenburg-Vorpommern Tourism Association. According to a recent representative visitor survey (*Qualitätsmonitor Deutschland-Tourismus*), almost 50 percent of holidaymakers in Mecklenburg-Vorpommern – i. e. roughly six million people per year – stated that tranquillity is a decisive reason for them to travel.

The short films were shot in the summer of 2017 in the five participating regions or places: in the Baltic Sea resort Binz on the island of Rügen, in Schwerin, Mecklenburg-Vorpommern’s capital, on the Fischland-Darß-Zingst peninsula (Baltic Sea resort Ahrenshoop), in the lakeland *Mecklenburgische Seenplatte*, and in Rostock-Warnemünde. The locations, the plot, and the characters of the short films are different in each episode – however, the overarching theme, namely “Peace and quiet”, remains the same throughout the series. With their North German charm and with unusual methods, which sometimes only seem helpful at a second glance, the locals help visitors find their inner balance and

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peace. The young father's crying baby is soothed by the sonorous sound of a fishing boat. A woman seems a bit lost on her way to the beach, but finally gets the best view thanks to a little help. An overly busy angler who has too much technical equipment needs some unconventional support to find tranquillity. A friendly couple of holidaymakers get to see the region's beautiful palaces. And the archetypical North German fisherman is never far when tourists are looking for him.

Not only do the well-known actors advertise many attractive touristic regions in Germany's most popular tourist destination in 2017 (according to an analysis conducted by the *Forschungsgemeinschaft Urlaub und Reisen*), their films also testify to the local film scene's creativity and quality. All episodes are "Made in Mecklenburg-Vorpommern" – they were planned, shot, and produced by local members of the film industry. The production was directed by the Rostock-based company *Populärfilm*.