

## Philine von Sell

Philine Freifrau von Sell (born 25 September 1963 in Hamburg, Germany, as Philine Hofmann) is a German film director, photographer, screenwriter, film producer, and former professor.

## Contents

- 1 Biography
- 2 Filmography (selection)
- 3 Exhibitions
  - 3.1 Single exhibitions
  - 3.2 Group exhibitions
- 4 Awards und honors (selection)
- 5 Literature
- 6 Teaching
- 7 Community involvement
- 8 References
- 9 External links
- 10 Philine von Sell



## Biography

At the age of 23, Philine von Sell founded, in 1986, her own film production company, Hofmann Productions GmbH and, in 1994, another company, Production House GmbH, in Hamburg together with two partners. In 1996, she became a professor at the Hochschule für Fernsehen und Film München and established a chair for advertising film, PR film and image film.<sup>[1][2]</sup>

In 1998, she went to South Africa, where she dedicated herself to photography and worked on behalf of AIDS orphans. From 2001 until 2004, she commuted between Germany and South Africa and used the LifeTime Gallery Project<sup>[3]</sup> to promote historically disadvantaged young adults in creative endeavors.

As screenwriter and director, she developed and produced nationally and internationally acclaimed commercials, corporate films and image films. Her work in photography and multimedia installations was displayed at the Konrad-Adenauer-Stiftung<sup>[4]</sup> and at the MuseumMAfrica<sup>[5]</sup> in Johannesburg. In 2007, the art collection of the German Parliament acquired one of Philine von Sell's works.<sup>[6]</sup>

Since 1999, she has been advising companies and institutions on strategy and integrated communication in the areas of CSR, company values, and company culture and image, and has been developing visual concepts which she implements as a director and photographer. Together with her husband, film producer Philipp von Sell, son of Friedrich-Wilhelm Freiherr von Sell, she founded the media production company HofmannVonSell Film and Media Solutions in 2004 and the project gallery HofmannVonSell<sup>[7]</sup> in Berlin in 2006.

In 2011, she founded Circle of Values Communications GmbH and used the knowledge from her experience to bring an integrated concept together: artistic integrity, social commitment, action-oriented results, and communicative competence.<sup>[8]</sup>

## Filmography (selection)

- 1988: Statt Feier Schönwald Porzellan (corporate film for the Hutschenreuther GmbH) – writer, director: Philine Hofmann, production: Hofmann Productions GmbH, Hamburg
- 1989: Am Anfang war das Feuer (corporate film for the Max Weishaupt GmbH) – writer, director: Philine Hofmann, production: Hofmann Productions GmbH, Hamburg
- 1990: Reemtsma (corporate film for the H.F. & PH.F. Reemtsma GmbH & Co.) – writer, director: Philine Hofmann, production: Hofmann Productions GmbH, Hamburg
- 1991: Lay Back And Think (corporate film for the Beiersdorf AG) – writer, director: Philine Hofmann, production: Hofmann Productions GmbH, Hamburg
- 1991: Die Fremdenhass Kampagne/The Campaign against Xenophobia (cinema spot, TV spot, radio spot, billboards and ads for the Senat of Hamburg) – writer, director: Philine Hofmann, individual initiative, agency and production: Production House GmbH, Hamburg, contributing: Senta Berger, Dagmar Berghoff, Nina Hagen, Günther Jauch, Doro Pesch, Günter Strack, Werner Veigel, Thekla Carola Wied
- 1995: Here We Are – Börsengang (corporate film for the Deutsche Telekom AG) – writer, director: Philine Hofmann, production: TC Studios, Ludwigsburg, co-production: Hofmann Productions GmbH, Hamburg
- 1995: New Eyes – E-Klasse Einführung (mixed genres for the Daimler-Benz AG) – writer, director: Philine Hofmann, production: Production House GmbH, Hamburg
- 1996: Beweggründe (corporate film for the DaimlerChrysler AG) – writer, director: Philine Hofmann, production: Petersen Naumann Film GmbH, Hamburg
- 1996: Die Biographie (corporate history for the DaimlerChrysler AG) – typography: David Carson, music: Frédéric Talgorn, orchestra: Münchner Symphoniker, writer, director: Philine Hofmann, production: Petersen Naumann Film GmbH, Hamburg
- 1996: Meeting Of Minds (opening film Kongress der Wissenschaft, Kunst und Wirtschaft) – music: Frédéric Talgorn, orchestra: Münchner Symphoniker, writer, director: Philine Hofmann, production: Production House GmbH, Hamburg
- 1997: Kunstverein Bremen (documentation corporate art award for the Burda Verlag) – writer, director: Philine Hofmann, production: Filmhaus GmbH, München
- 2000: Maybach – The Creation Of A Living Legend (cinema spot for the DaimlerChrysler AG) – director: Philine Hofmann, music: Frédéric Talgorn, orchestra: Münchner Symphoniker, production: TC Studios,
- Ludwigsburg 2000: The Accelerator (corporate film for McKinsey Accelerator) – writer, director: Philine Hofmann, production: BM Communications GmbH, Ludwigsburg
- 2001: Porcellana (corporate film for the Verband der Keramischen Industrie e. V. – writer, director, production: Philine Hofmann, co-production: BM8 GmbH
- 2001: Not hat viele Gesichter (tv spot series for the Caritas Schweiz) – writer, director: Philine Hofmann, production: Agora Film GmbH, München
- 2003: Bertelsmann History (corporate history for the Direct Group, Bertelsmann AG) – writer, director: Philine von Sell, production: HofmannVonSell – Film and Media Solutions
- 2008/2009: Siemens Values – We Say It; We Mean It. (documentary film series for the Siemens AG) writer, director: Philine von Sell, production: BM Communications GmbH

## Exhibitions

Art collection of the German Parliament  
„Blei Faber Castell“,  
Philine von Sell, C-hand printed



## Single exhibitions

- 1998: Stones 1st Phase – Readable Faces, Europa-Center, Berlin
- 1999/2000: LifeTime. The Children of Nazareth House (multimedia installation), Castle of Good Hope, Capetown (supported by the German Consulate General, Capetown)
- 2000 LifeTime. The Children of Nazareth House (multimedia installation), Madibas Village, Johannesburg (in cooperation with the German AIDS Foundation and the German Foreign Office)
- 2000 LifeTime. The Children of Nazareth House (multimedia installation), Kant-Dreieck, Berlin (in cooperation with the German AIDS Foundation, Patroness: Claudia Schiffer)
- 2004 Growing Creativity – The LifeTime Gallery Project, gallery Momentum, Berlin
- 2004 LifeTime Gallery Project, MuseuMAfrica, Johannesburg ((supported by the Federal Government Commissioner for Culture and Media, the Goethe-Institut, the Daimler AG and Faber-Castell)
- 2006 Made in Germany I, Monat der Fotografie, Projektgalerie HofmannVonSell, Berlin
- 2007 LifeTime. The Children of Nazareth House, Projektgalerie HofmannVonSell, Berlin
- 2008 Made in Germany – von der Wertschöpfung, Konrad-Adenauer-Stiftung, Berlin (supported by Markenverband, Berlin, and the Deutsche Bank AG)

## Group exhibitions

- 2000 LifeTime. The Children of Nazareth House, Art Cologne, Köln (Artist against AIDS in cooperation with the German AIDS Foundation)
- 2004 LifeTime Gallery Project, Art Forum Berlin
- 2005 Philine von Sell abstract Photography, Gallery Gesseau Art, Johannesburg

## Awards und honors (selection)

- 1989 best film, XII. Deutsches Industrie- und Wirtschaftsforum, for Statt Feier (Hutschenreuther GmbH)
- 1989 Master of Excellence und Award of Master for Best Camera, Corporate Video & TV Stuttgart, for Weishaupt – Thermo Unit (Max Weishaupt GmbH)
- 1990 Certificate for Creative Excellence, U.S. Industrial Film & Video Festival Chicago, for Weishaupt – Thermo Unit (Max Weishaupt GmbH)
- 1990 Bronze Medal, International Film & Television Festival New York, for Weishaupt – Thermo Unit (Max Weishaupt GmbH)
- 1991 Gold Medal and Silver Medal, The New York Festival, for Pure Halogen (Bauknecht Hausgeräte GmbH)

- 1991 2 Silver Screen Awards, U.S. Industrial Film & Video Festival Chicago, for Pure Halogen (Bauknecht Hausgeräte GmbH)
- 1991 Master of Excellence and Award of Master for Best Animation, Corporate Video & TV Stuttgart, for Pure Halogen (Bauknecht Hausgeräte GmbH)
- 1991 Silver Medal, The New York Festival, for Lay Back And Think (Beiersdorf AG)
- 1992 Award of Master, Corporate Video & TV Stuttgart, for Die Kampagne gegen Fremdenhass
- 1992 Silver Medal, The New York Festivals, for Campagne Against Fremdenhass
- 1995 Award of Master, Corporate Video & TV Stuttgart, for New Eyes (Daimler-Benz AG)
- 1996 Award of Master and JVC Innovationsprice for best screenwork, Corporate Video & TV Stuttgart, for Here We Are! (Deutsche Telekom AG)
- 1996 Silver Medal, The New York Festival, for Here We Are! (Deutsche Telekom AG)
- 1997 best internationally aimed faculty single publication, The foundation for German Sciences (Stifterverband der deutschen Wissenschaft) as well as the German Academic Exchange Service (DAAD), for Publikation der HFF München (Hochschule für Fernsehen und Film München)
- 1998 Best Director and Innovation Award for New Visual Language, Corporate Video & TV Stuttgart, for Beweggründe (DaimlerChrysler AG)
- 2000 Silver Pyramid, 9. ITVA-Festival Köln, for Maybach – The Creation Of A Living Legend (DaimlerChrysler AG)
- 2000 Master of Excellence and Award of Master of best Creativity, Corporate Media München, for Maybach – The Creation Of A Living Legend (DaimlerChrysler AG)
- 2001 Mercury Award, New York, for WELCOME@McKINSEY (McKinsey & Company)
- 2002 Award, German Economy Film Festival, for Porcellana (Verband der Keramischen Industrie e. V.)
- 2009 Sabre Award Europe, for Siemens Values – We Say It; We Mean It. (Siemens AG)
- 2009 Inspire Award, LACP, for Siemens Values – We Say It; We Mean It. (Siemens AG)

## Literature

**Philine Hofmann: LifeTime – The Children from the Nazareth House.**

Patronage: Claudia Schiffer. Bucher Verlag, München 1999, ISBN 3-7658-1254-4.

**Philine von Sell: Made in Germany.** Hatje Cantz Verlag, Ostfildern 2008, ISBN 978-3-7757-2198-1.[9]

**Paulo Coelho: Be like the river flow.** (Sei wie ein Fluss), special edition for the DirectGroup Bertelsmann, Gütersloh 2006, HofmannVonSell Film and Media Solutions: idea, production, publication, coverdesign

## Teaching

1996 until 1998 appointed professor at the University for TV and und Film, Munich

2001 until 2004 own initiative LifeTime Gallery Project – Growing Creativity South Africa, Johannesburg and on location at Gauteng, Western Cape and Venda

since 2013 lecturer at Die Medien Akademie[10], Hamburg

since 2013 lecturer at MHMK Macromedia, University for Media and Communication Munich

## Community involvement

Philine von Sell prefers to link her activities in the community with art projects in order to raise awareness for a given socially relevant topic. Thus she committed her efforts in 1999 to a film project for Nazareth House<sup>[11]</sup> in Cape Town, and again in 2000 with Topsy Village to construct a sanctuary for AIDS orphans near Johannesburg, where she was active as a fundraiser for the Topsy Foundation<sup>[12]</sup>.

In 2001, Philine von Sell established the Lifetime e.V.<sup>[13]</sup>, which supports educational work connecting artistic commitment to social action, specifically in the areas of media, art, and culture.

**LifeTime Gallery Project**<sup>[3]</sup> developed the artistic talent and independence of the historically disadvantaged people of South Africa. Philine von Sell launched the art project in 2001. An initiative built on the belief that natural gifts are scattered all over the world equally. Thus the focus mainly lay on creating the appropriate conditions for their promotion and development. Therefore, she sought and inspired 20 young artistic talents in three different locations in South Africa, led them together in art circles and guided and encouraged their development. The project was completed in 2004. The exhibitions, partners and sponsors are listed under references.

## References

1. "Pressemitteilung des Bayerischen Staatsministeriums für Unterricht, Kultus, Wissenschaft und Kunst Nr. 96/215" (<http://www.km.bayern.de/pressemitteilungen/dez96/dez215.html>). bayern.de.
2. SPIEGEL ONLINE, Hamburg, Germany. "Filmhochschulen: Geh doch nach Poona" (<http://www.spiegel.de/spiegel/print/d-9135042.html>). spiegel.de.
3. "LifeTime-Gallery-Project Talent Förderung" ([http://www.circleofvalues.com/vltg\\_portfolio/lifetimegallery/](http://www.circleofvalues.com/vltg_portfolio/lifetimegallery/)). circleofvalues.com.
4. "MADE IN GERMANY - Von der WertSchöpfung" (<http://www.kas.de/wf/de/17.29596/>). Konrad-Adenauer-Stiftung.
5. "Johannesburg" ([http://www.goethe.de/ins/za/de/joh/acv.cfm?fuseaction=events.detail&event\\_id=135717](http://www.goethe.de/ins/za/de/joh/acv.cfm?fuseaction=events.detail&event_id=135717)). goethe.de.
6. "Deutscher Bundestag - Lange Schatten" ([http://www.bundestag.de/kulturundgeschichte/kunst/kunst\\_ausst/](http://www.bundestag.de/kulturundgeschichte/kunst/kunst_ausst/)). bundestag.de. 17 April 2015.
7. Andrea Hilgenstock (30 November 2006). "Made in Germany: Fotos von Philine von Sell" (<http://www.welt.de/printwelt/article699470/Made-in-Germany-Fotos-von-Philine-von-Sell.html>). DIE WELT.
8. "Circle of Values Communication - entwickelt und realisiert strategische, wertorientierte Lösungen für alle Bereiche der Kommunikation." (<http://www.circleofvalues.com/>). [circleofvalues.com](http://www.circleofvalues.com/).
9. Hatje Cantz Verlag. "Suchergebnisse - Hatje Cantz Verlag" (<http://www.hatjecantz.de/suchergebnisse-624-0.html?q=philine+von+Sell>). [hatjecantz.de](http://www.hatjecantz.de).
10. "Unsere Dozenten - die medienakademie" ([http://www.diemedienakademie.de/de/dein\\_studium/unsere\\_dozenten?a=133](http://www.diemedienakademie.de/de/dein_studium/unsere_dozenten?a=133)). [diemedienakademie.de](http://www.diemedienakademie.de).
11. "Nazareth House Cape Town" (<http://www.sistersofnazareth.com/southern-africa/houses/27/nazareth-housecape-town>). [sistersofnazareth.com](http://www.sistersofnazareth.com).
12. "TOPSY" (<http://www.topsy.org.za/>). [topsy.org.za](http://www.topsy.org.za).
13. Lifetime e.V.: Vereinsregistereintragung VR 21322 Nz beim Amtsgericht Berlin

## External links

Philine von Sell at the virtual catalogue for art history, The German National Library  
Philine von Sell at photography-now.com  
Website of the Circle of Values Communication GmbH  
Article about Philine von Sell, DIE WELT, December 1, 2006  
Article about Philine von Sell, FAZ, June 2, 2008  
Article about Philine von Sell, Neue Osnabrücker Zeitung, April 29, 2015  
Interview with Philine von Sell by Women Speaker Foundation  
Monographic article about Philine von Sell by Peter Funken  
Wolfgang Lanzenberger and Michael Müller in the book Corporate-Films. Business Movies in digitalen times about the film Mercedes-Beweggründe by Philine von Sell  
Blogarticle about Philine von Sell on the Stiehl/Over website

## Itemization

km.bayern.de  
spiegel.de  
LifeTime Gallery Project on circleofvalues.com  
kas.de  
goethe.de  
bundestag.de  
welt.de  
hatjecantz.de  
diemedienakademie.de  
sistersofnazareth.com  
topsy.org.za  
Lifetime e.V.: Vereinsregistereintragung VR 21322 Nz beim Amtsgericht Berlin