



**ZÜRICH
FILM
FESTIVAL**

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Christian Jungen and Reta Guetg © Yves Bachmann

Zurich Film Festival steps into a new era

Zurich, July 3, 2025

For the past ten years, the Zurich Film Festival (ZFF) has been part of the NZZ Group. Now, a new ownership group led by Festival Director Christian Jungen is taking over the ZFF. The new owners include Vice Director Reta Guetg, entrepreneur and TV host Max Loong, long-time ZFF President Felix E. Müller, and finance expert Marek Skreta. The group plans to establish the ZFF as one of Europe's leading film festivals through strategic partnerships with international players. NZZ (Neue Zürcher Zeitung) will remain the festival's main partner for another three years, while the cinema Frame will continue to serve as the «Home of the Zurich Film Festival» under the operation of Kinokoni.

This fall, the Zurich Film Festival will celebrate its 21st edition under new ownership. Effective July 2025, NZZ will transfer the festival to its new leadership group through a management buyout led by Christian Jungen. Over the past decade, the media group has provided the ZFF with professional structures and helped to transform the festival into a cultural beacon for the city of Zurich, drawing 140,000 visitors last year.

After a thorough review, NZZ concluded that the festival's continued growth would best be served under an independent ownership structure. The company considered several future scenarios and ultimately chose a solution from within its own ranks – a move that ensures continuity and a strong local foundation while unlocking new opportunities in sponsorship and international positioning.

Alongside Christian Jungen, who has led the festival's artistic direction over the past six years, the new ownership group includes Vice Director Reta Guetg, who has spent a decade overseeing the ZFF's Industry and Programming activities; long-time ZFF President and «NZZ am Sonntag» Editor-in-Chief Felix E. Müller; Los Angeles-based entrepreneur Max Loong; and finance expert Marek Skreta. Together, they bring additional strategic and entrepreneurial expertise to the ZFF: Jungen and Guetg are deeply connected within the national and international film community; Loong brings extensive know-how in sponsorships, hospitality, and event marketing; Müller, author of «Hollywood on the Limmat: The Success Story of the Zurich Film Festival», is well-connected in Swiss political and cultural circles; and Skreta offers an international perspective and substantial experience from his work with the prestigious Karlovy Vary International Film Festival.



From left to right: Felix E. Müller, Max Loong and Marek Skreta

«Under Christian Jungen's leadership, the ZFF has evolved into a major cultural brand», says Felix Graf, CEO of NZZ. «With this management buyout, we are enabling the festival to enter its next phase of professionalization and strategic development while ensuring the continuity it deserves. NZZ will remain closely connected to the festival, including as its main partner for another three years.»

«I would like to thank NZZ for its commitment to the festival and to film culture», says Festival Director Christian Jungen, who spent 16 years at NZZ— ten as a journalist and six as the director of the ZFF. «Now, I am excited to lead the ZFF into a new era together with our current team and new owners who love cinema and know the festival inside out. We are a Zurich-based solution that has the trust of our partners and the filmmaking community. We are thinking big and we are thinking internationally. Our goal is to position the ZFF as one of Europe's premier film events, where audiences can see the films and stars that will go on to win Oscars later in the season. We want to bring joy and a celebratory atmosphere to the city and host a festival that Zurich can be proud of. To achieve this, we will secure new private partners and expand support from foundations, donors, and public institutions.»

Cinema Frame Launches New Concept and Expanded Vision

Under the operation of Kinokoni, the cinema Frame at Europaallee will adopt a new profile. Following successful ventures in Olten and Basel, cinema and hospitality entrepreneur Konrad Schibli is bringing his boutique cinema concept to Zurich. In addition to a curated film selection –occasionally complemented by more commercially oriented titles –the focus will increasingly be on gastronomy, venue rentals, and an enhanced visitor experience. The Frame, as the «Home of the Zurich Film Festival», will remain a central part of the concept.

«Together with Christian Jungen and the ZFF team, we aim to make the festival's unique energy tangible year-round», says Konrad Schibli. «Our goal is to turn the Frame into a vibrant meeting place for film lovers and the Zurich community, just as we have done with our other cinema locations.»

«Through the curated programming at the Frame, we can showcase our signature style beyond the festival period», adds Christian Jungen. «Together with Konrad Schibli and his team, we will further develop this successful concept with screenings, premieres, panels, and events». Following the upcoming ZFF edition, two of the cinema's six auditoriums will be newly furnished, and table service will be introduced for an elevated audience experience.

Zurich Film Festival

The Zurich Film Festival (ZFF) is the second largest festival in the German-speaking world. Over 11 days in autumn, it presents the greatest discoveries and the year's most anticipated movies. The ZFF promotes exchange between upcoming directors, established filmmakers, the film industry and the general public. In the last 20 years, the festival has attracted a total of 1.35 million visitors. 500 of the 2,300 films screened celebrated their world or European premiere at the Zurich Film Festival.

The 21st edition will take place from 25 September to 5 October 2025.

Further Information: [Zurich Film Festival](#) | [ZFF Industry](#)

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