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Vienna, 4 May 2012

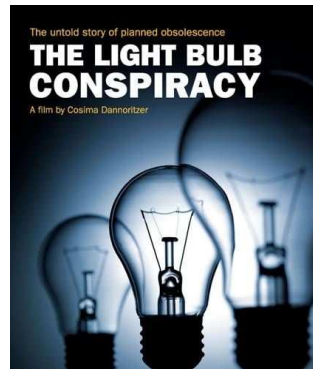
On the occasion of the **International Year of Sustainable Energy for All** and the **Rio+20 Conference**,  
the **United Nations Information Service (UNIS) Vienna**,  
in cooperation with *this human world (THW) Film Festival* and **Topkino**,  
invite you  
to the **Ciné-ONU Vienna film screening** of the documentary

## **“The Light Bulb Conspiracy”**

(75 min, 2010, English)

**With the presence of Film Director Cosima Dannoritzer and followed by a panel discussion,  
free entry !!**

(Please note: there is no reserved seating - admission is on first come first served basis and Top Kino has a seating capacity of 109).



**Date / Time: 14 May 2012, 18:30 hrs**  
**Location: Topkino, Rahlgasse 1, 1060 Wien**

**Participants of the panel discussion (to be held in English):**

**Cosima Dannoritzer** - Film Director  
**Claudia Sprinz** – Consumer Campaigner -GREENPEACE in Central - and Eastern Europe  
**Janos Tisovszky** - Director / United Nations Information Service (UNIS) Vienna (Moderation)

Once upon a time ..... products were made to last. Then, at the beginning of the 1920s, a group of businessmen were struck by the following insight: 'A product that refuses to wear out is a tragedy of business' (1928). Thus Planned Obsolescence was born. Shortly after, the first worldwide cartel was set up expressly to reduce the life span of the incandescent light bulb, a symbol for innovation and bright new ideas, and the first official victim of Planned Obsolescence.



“Ciné-ONU Vienna” is part of a Europe-wide initiative of regular film screenings of UN related topics followed by podium discussions with invited guests who were part of the film making process or are experts in the topic covered by the film. The United Nations Information Service (UNIS) Vienna is honoured to have “Ciné-ONU Vienna” partner with *this human world (THW)* film festival and *Topkino* for the regular film screenings in Vienna. For further information visit: [www.unis.unvienna.org](http://www.unis.unvienna.org)