

## Press release

### A Film Prop Goes Missing on the Set of "Mein Freund Barry"

Sion, April 24, 2025. **Completed several weeks ago in Ticino, Markus Welter's film saw one of its props disappear on the Valais set—only to resurface in Ticino.**

Everyone knows him: the faithful Saint Bernard with his little barrel around his neck. Today, Barry returns to the big screen in an engaging family film! The filming of this ambitious production wrapped up a few days ago in the Mediterranean landscapes of Ticino. Before that, it made a stop in the majestic Valais Alps. And it was there that a small barrel went missing... only to end up in Lake Locarno!

At the initiative of this promotional film, the Valais Film Commission and the Ticino Film Commission sought to humorously highlight the importance of collaboration and maximizing opportunities—while showcasing the scenery of each canton.

Filmed over several days in both regions, this short film is a great example of promotional cooperation. Valais, with its majestic alpine landscapes, and Ticino, known for its Mediterranean atmosphere, form the perfect duo to meet the needs of the most ambitious productions.

#### **An unprecedented collaboration between the Valais Film Commission and the Ticino Film Commission for "Mein Freund Barry".**

For the first time, the two commissions joined forces to support a family film project, demonstrating the importance of optimizing opportunities.

This project not only showcased the natural and cultural assets of both cantons but also strengthened cooperation between the commissions, highlighting the crucial role of regional organizations in promoting Switzerland as a filming destination.

By supporting this production, the Valais Film Commission and the Ticino Film Commission show that their work goes beyond promoting their respective regions—they actively strive to position Switzerland on the international film scene. This initiative is part of a broader strategy to attract more productions and enhance the country's visibility in the film industry.

Watch the film : <https://vimeo.com/1059861875>

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