



PIONEERS TURNED MILLIONAIRES

by Ira Beetz, Christoph Weinert, Kai Christiansen, Achim Scheunert



SYNOPSIS

The legendary Levi's jeans, Heinz Tomato Ketchup, Boeing planes, precious Steinway pianos and the legendary Waldorf-Astoria Hotel in New York.

“Pioneers Turned Millionaires” is a five-part series that delves deep into the stories of five German entrepreneurs who re-defined American economy and left a major imprint on American culture.

Five visionary entrepreneurs from the ‘old world’ redefined the economy of the ‘new world’ and left a major imprint on American culture. Levi Strauss, Henry E. Steinway, William E. Boeing, John Jacob Astor and Henry J. Heinz – one can hardly ignore their names or products anywhere in the world today.

„Pioneers turned Millionaires“ tells in 5 episodes stories of innovation, courage, persistency, hard work and success in a strange new country. Using high-end reconstructions and exquisite archive footage, this series presents one of the most fascinating and exciting eras of American economic history. How did these five men who all started...

CAST AND CREW

DIRECTOR Ira Beetz, Christoph Weinert, Kai Christiansen, Achim Scheunert

160 min

FORMAL CATEGORIES

Biographie/Portrait, Migration, Economy

CONTENT CATEGORIES

Docudrama, Hybrid, Series

PREMIERE

Germany

PRODUCTION COMPANY

beetz brothers film production
Berlin

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