



**Aesthetica Short Film Festival 2014 Boosts York's Economy and
Enhances the City's Creative and Cultural Offer**

Thousands of visitors were attracted to the city of York from Thursday 6 to Sunday 9 November to experience exceptional short films and industry events at the BAFTA Qualifying [Aesthetica Short Film Festival](#) (ASFF), York's international short film festival. Attendees included a diverse mix of industry professionals, young families, film fans, students, tourists and more, some travelling from as far afield as Brazil, Australia, USA and Japan.

This high-quality event backed by BAFTA created a fantastic buzz in the city as festival-goers explored spectacular locations and hidden gems across York. Working with 17 unique venues and over 25 partners and sponsors based in the city, ASFF is a city-wide affair that engages and endorses local businesses. See our full partners and sponsors list [here](#).

The total financial impact of the festival boosted the city's economy by £423,265 based on £32.95 for day visitors and £80.36 for weekend visitors, which is a substantial 95% increase on last year's revenue. Total admissions for 2014 reached 18,000. This is 2,000 more than admissions recorded for ASFF 2013, standing testament to the festival's continual growth as a major cultural hub in the UK as well as its burgeoning impact on the city's economy.

The recent accreditation from BAFTA, which recognises ASFF as a BAFTA Qualifying Festival and enables its films to be considered by a committee from the organisation, further establishes York's creative and cultural offer. Film screening and masterclass venues include star attractions in the city such as York Theatre Royal, Yorkshire Museum, Reel Cinema, City Screen and Treasurer's House National Trust showing how the festival works with and contributes to York's leisure and tourism industry.

ASFF is also a strong ambassador for education and offers many opportunities for budding practitioners and students to develop and hone skills critical to their future career or further study. Masterclass attendees in total were 2,300, of that 1,700 were students from universities, colleges and schools in London, Manchester, Leeds, Norwich, Sheffield, York and Edinburgh.

Topics at this year's festival ranged from film criticism with Anna Smith, who writes for the *Guardian*, *Time Out* and *Empire*, to the crossover between film and gaming with BAFTA

Cymru award winner Cecil Charles MBE, Managing Director of Revolution Software. Other important speakers included representatives from Ridley Scott Associates, BAFTA, Channel 4, Association of Camera Operators and more providing a dynamic array of talks and workshops to build young professionals' creative skillset.

A new initiative was founded this year to introduce 11 - 14 year old Key Stage 3 students to independent cinema in collaboration with [Film Hub North](#). Expanding their understanding and knowledge of cinema to include independent and international productions in a wide range of genres, this programme featured a specially curated screening on Thursday 6 November as well as a voting opportunity as part of Youth Engagement Day at City Screen York, Bootham School and York St John University. The York Youth Award, decided by the students, went to Phil Drinkwater and Tim Woodall for their resonant and sympathetic adolescent drama *How to Disappear Completely* supported by [Creative England](#).

Kate McMullen, Head of [Visit York](#) says: "As a prominent international festival, ASFF is a great ambassador for film culture in the North of England and across the UK. During the festival the city was alive with debate, with visitors coming from across Britain and Europe to experience it. One of the flagship events in York's annual calendar, we're confident BAFTA Qualifying ASFF is now one of the top three film festivals in the UK, alongside London and Edinburgh."

ASFF champions York as a leading city of culture not only shown through its impressive footfall figures but also online, engaging communities in conversation on Twitter, Facebook, Instagram and YouTube. See One&Other videos from the festival on YouTube [here](#).

A diverse mix of industry professionals, filmmakers, students, film fans, families and more shared their experience at ASFF via photographs and messages on social media sites inspiring interaction across cultures and nations. As an exercise in promoting the city to a younger demographic through these modes of digital communication, the festival has achieved a milestone in promoting York itself as a city with an international art and culture offer.

Cherie Federico, Festival Director, concludes: "At ASFF we champion films that demonstrate innovation and excellence, and through bold programming we expand audience choice for independent cinema in York, particularly with our new fashion film strand sponsored by London College of Fashion. In hosting industry events we have provided fantastic opportunities for filmmakers and film fans to meet those working in the sector. Through ASFF we champion York as a leading city of culture, and are excited to develop our plans for next year, which will be the festival's fifth anniversary."

ASFF 2015 opens for entries on 1 December. ASFF is a BAFTA Qualifying Festival.

- ASFF 2014 Trailer: <http://vimeo.com/107942123>
- ASFF 2014 Programme: <http://tinyurl.com/nrrf8sq>
- [@asffest](#) and [facebook/aestheticamagazine](https://www.facebook.com/aestheticamagazine)

Notes to Editors:

1. ASFF 2014 ran 6 - 9 November across the city of York. Visit www.asff.co.uk and [@asffest](#) and www.facebook.com/aestheticamagazine
2. ASFF 2014 screened over 350 films from 40 countries worldwide, including USA, Canada, Australia, Japan, Iraq, Israel, Lebanon, Spain, Italy, Brazil, Switzerland, France, Germany and the UK.
3. ASFF 2014 categories: advertising, animation, artists' film, comedy, documentary, drama, experimental, fashion, music video and thriller as well as a Family Friendly Programme.
4. ASFF 2014 Winners:

Best Thriller – Michael Pearce, *Keeping Up with the Joneses*

Best Animation – Alan Holly, *Coda*

Festival Winner – Alan Holly, *Coda*

People's Choice – Kathryn MacCorgarry Gray, *The Wolf, the Ship and the Little Green Bag*

York Youth Vote – Phil Drinkwater and Tim Woodall, *How to Disappear Completely*

Best Fashion Film – Alex Turvey, *River Island X Joseph Turvey (Feat. Justanorm)*

Best Advertising – Ben Marshall, *The Directors Project*

Best Experimental – Harold Hutter, *Léthé*

Best Artists' Film – Danilo Godoy, *Forgotten Memories from the End of the World*

Best Music Video – Robert Hackett, *Public Service Broadcasting: Night Mail*

Best Documentary – Lindsay Blatt, *Herd in Iceland*

Best Drama – Martin-Christopher Bode, *Eine Gute Geschichte (A Good Story)*

Best Comedy – Benjamin Bee, *Girl Power*

5. Special events included Yorkshire Film Archive: *Filmed and Not Forgotten*, Creative England iShorts as well as screenings by guest countries: Iraq, Japan and Lebanon. There were also official selections from leading short film festivals Internationale Kurzfilmtage Winterthur and Clermont-Ferrand Film Festival.

6. Industry events included masterclasses with BAFTA, Channel 4, Ridley Scott Associates, Revolution Software, Beggars Group, Sheffield Doc/Fest, Mark Herman, Kathryn Ferguson, Association of Camera Operators, Indiegogo, Anna Smith, Blinkink and Double Negative. Plus daily networking sessions with industry leaders, Meet the Film Festivals event and Meet the Filmmakers panel discussion.

7. Festivals in attendance at ASFF 2014 included Animated Exeter, Berwick Film & Media Arts Festival, Borderlines Film Festival, Bradford Animation Festival, British Urban Film Festival, Cabriolet Film Festival, Castellinaria, Edinburgh International Film Festival, Encounters Short Film and Animation Festival, European Animated Festival Balkanima, Flatpack Film Festival, Garden State Film Festival, Internationale Kurzfilmtage Oberhausen, Kendal Mountain Festival, London Short Film Festival, Pennine Film Festival, Raindance, Sheffield Doc/Fest, Short Shorts Film Festival & Asia.

8. The festival is produced by Aesthetica Magazine. Visit www.aestheticamagazine.com

9. ASFF's main sponsor is York St John University. Other sponsors include BFI, City of York Council, Arts Council England, The Guild of Television Cameramen, The Great British Sasakawa Foundation, Japan Foundation, Embassy of Switzerland in the United Kingdom, Creative England, Thirteen Thirty One, Brandy Brown's Little Cinema, York Means Business, University of the Arts London, London College of Fashion, Film Hub North, Reel Cinema, Middletons Hotel, The National Centre for Early Music, National Trust, Grand Central, One&Other, York Theatre Royal, City Screen Picturehouse York and Visit York. To see the full list visit www.asff.co.uk/partners

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