

Press release
Tuesday 9 October 2012

Innovative – International – Inspiring: Just One Month to Go Until ASFF 2012

There is now only one month to go until the opening of The Aesthetica Short Film Festival (ASFF). The festival will present a sparkling selection of screenings, premieres and masterclasses in venues across the city of York, UK, from the 8-11 November this year. The programme can now be found online at www.asff.co.uk, where tickets are also available.

ASFF 2012 will once again be using its historic home territory as a backdrop for the festival, with screenings taking place across 15 different venues. From the historic Mansion House and 600 year-old Guildhall to bustling boutique cinemas in bars and shops across the city, the innovative and inspiring settings that inform this fantastic programme are sure to excite and delight visitors, whether film aficionados or curious cinematic explorers.

Guest screenings and talks from the likes of BAFTA and Channel 4 will represent the pinnacle of this year's ASFF. One of the many highlights will be a celebratory screening of shorts from Warp Films, the world-famous British production company responsible for *Four Lions* and *This is England*. The festival will bring also some of the most respected members of the film industry to York, including Danny Cohen (cinematographer, *The King's Speech* and *Les Misérables*) and Barry Ryan Head of Production for Warp Films (*Dead Man's Shoes* and *Submarine*). However, as one of the most innovative arts events in the UK, ASFF 2012 will also be distinguished by a deftly selected screening programme that showcases some of the best emerging talent in international filmmaking, while also celebrating the achievements of a more established generation of young filmmakers.

One of the strengths of ASFF's screening programme is its sheer diversity. The films represent the work of both emerging and established filmmakers, crossing continental as well boundaries or genre. This year's festival has a distinctly cosmopolitan flavour, screening films from over 25 countries worldwide. From Serbian comedy *Zalet* (dir. Miroslav Zamatov) to the poignant Iranian drama, *Suddenly Zinat...* (dir. Navid Nikkah Azad), these international screenings present a fascinating and unique insight into film culture across the world, celebrating their varied perspectives and bringing these original and exciting films to a new audience in the UK.

ASFF will also showcase some of the best talent from the British film industry, screening many films that have already experienced great success on the UK festival circuit. The multi-award-winning Guerrier brothers (*Doctor Who*, *Torchwood*, *Being Human*) will be returning for a second year. Their film, *Revealing Diary*, will be screening alongside new award-winning talent including Calum McDiarmid, winner of this year's Audience Award at Rushes Soho Shorts Festival for ASFF selection '82', and Douglas Hart, whose film *Long Distance Information*, also appearing at ASFF 2012, has won several awards this year, including the Short Film Award at Rushes.

Such a stellar programme is sure to generate great anticipation in audiences across the UK and beyond, reaffirming Jay Arnold, Head of Film Culture at Creative England's comment that ASFF is "one of the most exciting new film events to emerge in recent years". Partnered this year by Northern Rail, the festival is sure to bring visitors to York from across the UK: one of many reasons why Professor David Fleming, Vice Chancellor of lead sponsor, York St John University, is able to describe ASFF as 'a fantastic addition to York's event calendar'. However, beyond its value to its home town, this is a festival that promises to contribute to film culture across the UK and beyond. As festival director, Cherie Federico notes, we 'couldn't be more excited.'

For details of the full programme and to book tickets, please visit www.asff.co.uk.

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Notes for Editors:

For all Aesthetica Short Film Festival press enquiries, please contact

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Further press images are available upon request.

Cherie Federico, Festival Director, is available for comment, as are many of our selected filmmakers. If you would like to arrange a Q&A, please contact Helena at the above address.

Listings information

The Aesthetica Short Film Festival (ASFF): 8 – 11 November 2012

Explore York – Experience Film.

Festival Pass: £25 / One Day Pass: £12

Twitter: @asffest Facebook: www.facebook.com/aestheticamag

Book online: www.asff.co.uk Call Box Office: 01904 629 137

Travel with Northern Rail and receive 15% off a three-day screening pass or 10% off a one-day pass when you present a valid rail ticket at the ASFF Festival Hub, Visit York, 1 Museum Street, York, YO1 7DT (8 – 11 November 2012).

Press accreditation is now open and closes on 31 October 2012.

Please contact helena@aestheticamagazine.com for all accreditation enquiries.

Aesthetica and Film:

Inside each of issue of Aesthetica Magazine, we report on the latest independent theatrical and DVD releases, as well as focusing on topics in the film world such as issues around funding, festivals and events. The magazine also works in close partnership with many British and international film festivals, and has a strong presence in the film world. In 2010, the magazine launched the Aesthetica Short Film Competition and received an overwhelming response from filmmakers in 37 countries. The finalists were showcased on the Aesthetica Short Film DVD (December 2010), and laid the foundations for the inaugural Aesthetica Short Film Festival (ASFF), which launched to great acclaim in November 2011. ASFF continues the drive to bring films of excellence to a wider audience.

About Aesthetica:

Aesthetica Magazine is a leading visual art and contemporary culture publication that combines dynamic content with compelling critical debate. Through in-depth articles and reviews on contemporary art, Aesthetica pushes boundaries and stimulates discussion relating to the latest trends and developments in the art world. Aesthetica covers a broad spectrum of topics relating to contemporary culture from visual art and film to performance and music. www.aestheticamagazine.com

Creative England:

Creative England supports the sustainable growth of independent creative businesses, and the talent that feeds them, in every part of England outside London. It is the first agency to provide dedicated support to Film, Television, Games and Digital & Creative Services in the English regions outside London. www.creativeengland.co.uk

Arts Council England

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. It supports a range of activities across the arts, museums and libraries - from theatre to digital art, reading to dance, music to literature, and crafts to collections. They believe that, great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2011 and 2015, ACE will invest £1.4 billion of public money from the government and an estimated £0.85 billion from the National Lottery to help create these experiences for as many people as possible across the country. www.artscouncil.org.uk

York St John University

Founded in 1841, York St John University has a long and proud tradition as a distinguished education provider. Professor David Fleming was installed as Vice Chancellor in 2010. The University has around 6,000 students studying on a range of courses in faculties of Arts, Health and Life Sciences, Education and Theology, and the York St John Business School. Through its faculties, York St John has developed many partnerships with practitioners, business and representative bodies both within York and the wider region. In addition, the University has invested over £90 million in its facilities for students and partners in its city centre campus since 2001.

Professor David Fleming, Vice Chancellor of York St John University, said: "We are very proud to be the main sponsor of the 2012 Aesthetica Short Film Festival. The festival is a fantastic addition to York's event calendar and we are very much looking forward to being part of it. Our students, especially those studying film and media, will certainly benefit from our involvement. And we are all looking forward to welcoming the many inspirational people from the film industry who will be visiting our campus to deliver talks and events."

For further information please contact Louise McKenzie, PR & Communications Officer on T: 01904 876466 or E: l.mckenzie@yorksja.ac.uk or go to www.yorksja.ac.uk

Festival Partners

Aesthetica



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