

Press release: Wednesday 15 August 2012

Aesthetica Short Film Festival Brings the Film Industry to York – Announcement of Masterclasses, ASFF 2012.

The Aesthetica Short Film Festival (ASFF) is set to eclipse its success of last year, with a programme of film masterclasses that will bring the great and the good of the film world to York this November.

In 2011, its hugely successful inaugural year, ASFF established itself as both a leading cultural event in Yorkshire and one of the most innovative arts events in the UK, with a fantastic programme that promoted emerging talent in film and brought some of the most respected members of the film industry to York. Among the industry greats giving masterclasses were Ivana Mackinnon, Executive Producer of *Slumdog Millionaire*, and the Senior Commissioner for Channel 4. This year's festival will take place from 8-11 November this year, and promises to surpass even these exciting beginnings.

At the top of the list is a fantastic masterclass courtesy of BAFTA. Danny Cohen, the BAFTA-nominated cinematographer from *The King's Speech*, will make an illuminating presentation based on his work across television drama, short and feature film: a fantastic insight into the work of a man fresh from his most recent work on Tom Hooper's highly anticipated forth-coming adaptation of *Les Misérables*,

Cohen is not the only BAFTA nominee leading a masterclass this year. Myles McLeod, writer to the BAFTA nominated and award-winning animation team The Brothers McLeod, will be giving an insight into creating the animated worlds that have captivated audiences from Guinness drinkers to Disney lovers. And if that wasn't enough, Barry Ryan, Head of Production for Warp Films (*Dead Man's Shoes*, *Four Lions* and *Submarine*) will be bringing visiting filmmakers the latest news in film production.

There will also be a number of classes that address the trials and tribulations of filmmaking, providing an opportunity for emerging talent to find out more about how to survive in this competitive industry. Representatives from the internationally-renowned Sheffield DocFest and Raindance festivals will be presenting on how to enter the film festival circuit, while Chris Jones, filmmaker and author of the *Guerrilla Film Makers Handbooks*, will be giving an insider's account of how to succeed in the new, fast-moving, Multimedia film industry.

Recent developments in media and its impact on film will inform Channel 4's return to the ASFF programme. Short Film Editor Ravi Amaratunga will present on the revival of short film and its relationship with the changing way in which we watch film, in the cinema, and most importantly, online. Meanwhile, Tabitha Jackson, 4's Commissioning Editor for the Arts, will bring her considerable experience and industry insight to a presentation on the relationship between film and visual art, and how recent developments, particularly in television, promise to make this high culture form more accessible to a general audience.

Rounding off ASFF's 2012 programme of masterclasses is panel discussion on film criticism: a lively debate that reflects the appeal of the festival to audiences as well as budding industry members. With contributors including Matt Bochenski of *Little White Lies*, Ginette Vincendeau Professor of Film at King's College London and contributor to *Sight And Sound* and Jason Wood, Director of Curzon Cinemas, it's sure to be a must for everyone attending the festival.

Jay Arnold, the Head of Film Culture at Creative England, has described ASFF as "one of the most exciting new film events to emerge in recent years": a statement that this programme of masterclasses firmly supports. Furthermore, this incredible array of speakers and masterclasses is just part of a festival programme which will include a huge selection of the best from emerging talent in international short film, guest screenings, and more. As such, ASFF 2012 seems set to surpass its early promise, by once again bringing the very best in film to audiences both in York, and beyond. For full details of all masterclasses and to book tickets, please visit www.asff.co.uk.

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Editor's Notes:

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Listings information: ASFF: 8 – 11 November 2012
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

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

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