

Press release
Tuesday 24 July 2012

Aesthetica Short Film Festival returns to York this November: New Venues and More Screenings (8-11 November 2012)

After a hugely successful inaugural year, Aesthetica is delighted to present the Aesthetica Short Film Festival (ASFF) in venues across the city of York in November 2012. The four-day festival programme will showcase some of the best short film from across the world, chosen from an open submissions call, and will include a rich bill of talks and guest screenings from leading film industry organisations.

Last year, the festival attracted over 15,000 visitors during its four-day run. ASFF 2011 brought a fresh, exciting event of unprecedented scope and scale to the city of York, with filmmakers and audiences attending from locations as diverse as South Africa, New Zealand, the USA and from across Europe, and key industry figures taking part. Among those delivering masterclasses were Mark Herman (Screenwriter, *The Boy in the Striped Pyjamas*), Ivana Mackinnon (Executive Producer, *Slumdog Millionaire*) and the Senior Commissioner for Channel 4. Alongside screenings, there were panel discussions, special events and parties such as Meet the Filmmakers, which provided an opportunity for filmmakers to network with each other and audiences alike.

In a programme of over 150 films from more than 30 countries and in all genres including drama, documentary, animation, comedy, music video, thriller, experimental and artists' film, ASFF screens films in 15 distinct and historic locations. Creating a cinematic experience in venues as wide ranging as art galleries, hidden spaces in the medieval city walls, boutique cinemas, 15th century halls, an old Abbot's House and a former seat of government, the programming responds to the buildings' unique architecture. Ranging from the spectacular to the intimate, the emphasis is on visitors to the festival creating their own viewing experience.

As one of the UK's most innovative and diverse short film festivals, ASFF promotes the importance of short film as a means of developing and progressing the next generation of creative talent. The multi-award winning Guerrier Brothers, whose film *Cleaning Up* won Best Thriller at ASFF 2011, have screened at festivals in the UK, America, Europe and Australia. They have recently joined production company Irresistible Films, whose clients include the BBC, Channel 4, MTV and a broad range of advertising clients. Frederic Casella's hilarious *Tooty's Wedding* has since screened at Sundance Film Festival, Rhode Island International Film Festival and the LA Comedy Festival.

This year's programme covers every facet of short film-making and will feature an international line-up of highly respected filmmakers, commissioners, screenwriters, producers, cinematographers, distributors and cultural commentators who will take part in a highly anticipated programme of panel debates, discussions and masterclasses.

Festival Director Cherie Federico comments: "ASFF 2012 presents a vast programme of screenings, events and speakers. Building on the success of last year's event, ASFF is now one of the most exciting events on the UK film festival circuit. The 2011 festival had such a vibrant atmosphere and a host of new collaborations are underway. I am really excited about ASFF 2012!"

Jay Arnold, Head of Film Culture at Creative England, says: "Aesthetica Short Film Festival is one of the most exciting new film events to emerge in recent years; it has great energy, flair, and the confidence to experiment. By threading its programme through York's many wonderful nooks and crannies the festival interacts with the city in a very welcoming and friendly way, offering carefully curated treats for audiences and a stimulating and sparky environment for film makers. We look forward to working with ASFF to build on early success and achieve its heady ambitions".

Details of the full programme will be announced during the coming months.

Editor's Notes:

All Aesthetica Short Film Festival press enquiries:

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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 bethany@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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