

**London College of Fashion: Decoding Fashion Film at BAFTA Qualifying
Aesthetica Short Film Festival, 3-6 November, York**

The [BAFTA Qualifying Aesthetica Short Film Festival](#) has teamed up with [London College of Fashion, UAL](#) to explore the **sybiotic relationship between fashion and film** at the sixth edition of the festival, running 3-6 November in 18 venues across York.

Today, the talents of filmmakers are in demand more than ever to help brands define their identity in a fast-moving global marketplace, which is being constantly redefined by the emergence of social media platforms and increased audience interaction.

Rather than a commercial brief being a brake on creativity, this is an area of film where visual imagination truly takes flight, and ASFF presents a programme of screenings and masterclasses to delve deeper and encourage a place for discussion on the importance of fashion film in wider visual culture.

London College of Fashion, UAL's Showcase Screening *Decoding Fashion Film* (Friday 4 November, 15:30 – 17:30, City Screen Picturehouse) is an opportunity for audiences to discover innovative works by the next generation of leading practitioners. It includes a panel discussion led by Nilgin Yusuf, Creative Director of the School of Media and Communication, London College of Fashion, who will explore what we mean by “fashion film” alongside panellists: Paul Bevan, Course Leader of MA Fashion Photography at LCF; Andy Lee, Course Leader of MA Fashion Media Production at LCF; Lynden Campbell, Head of Syndication at Domino Records; and two London College of Fashion graduates.

This relatively new sub-genre has energised the online and retail space, and spawned festivals, directors and production companies. But what is the form and function of fashion film? Filmmakers and staff from the London College of Fashion, UAL will discuss the various definitions and attributes of this hybrid genre. They will delve into topical issues including the challenge of genre conventions and on the genre's relationship to art, commerce, technology and music videos.

After the Screening and Panel Discussion, festival-goers are invited to join the London College of Fashion Drinks Reception from 18:00-19:00 at Barley Hall. This is your chance to immerse yourself in the fashion film arena and speak with creatives from one of the country's leading institutions. Learn about steps being made by the ever-popular genre towards new stylistic ways of storytelling within an atmospheric location.

Cherie Federico; Festival Director, comments: “We are thrilled to be screening fresh works by talented emerging filmmakers at London College of Fashion. The showcase is an excellent opportunity for attendees to discover trends in contemporary culture and be part of the exciting steps fashion film is taking towards a new filmic and stylistic way of storytelling.”

A series of other fashion-focused masterclasses will also take place at ASFF. Highlights include *Video and Visual Concepts in the Fashion Industry* (Friday 4 November, 11:30 - 12:30, Fountains Lecture Theatre, York St John University) with Liam Gleeson and Vanessa Breganciano from **Hidden Agency**, who work with brands including Matthew Miller, Ben Sherman and Puma. They will discuss the process of developing ideas to suit a client's needs and talk about viral campaigns.

Blinkink were behind the memorable John Lewis Christmas campaign *The Bear and the Hare*. In *Negotiating The Word of Branded Content*, James Stevenson Bretton will share his experiences of

collaborating creatively with brands, and how to make your project stand out from the crowd of competitors (Friday 4 November, 10:00 - 11:00 Quad South Lecture Theatre, York St John University).

This is also a key theme in *Creating Captivating Campaigns* (Saturday 5 November, 10:30 - 11:30 Quad South Lecture Theatre, York St John University), where Luke Toyne of **Maker Projects** will share his experience at creating innovative content and structuring campaigns in order to capture a desired audience, for brands including Adidas, Remington and Revolution Bars.

The film screenings at ASFF question the very concepts of fashion and aesthetics in today's world, crossing the boundaries of reality and reaching out past the seeming possibilities of design. This is an exciting strand at the festival, not to be missed by those interested in the evolution of fashion film where new approaches to filmmaking are joining with artistic tenacity and representing culture from every angle.

Limited capacity at screenings and masterclasses. Early booking is recommended.

To book places, visit www.asff.co.uk/tickets

For more information on *London College of Fashion: Decoding Fashion Film* Showcase Screening, visit www.asff.co.uk/asff2016/showcase-screenings

To find out more about the London College of Fashion Drinks Reception, visit www.asff.co.uk/asff2016/events

For images, interviews and information, please contact Alexandra Beresford
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- View the Programme: <http://aestheti.cc/2016-programme>
- Watch the Trailer: <https://vimeo.com/184010140>
- Join the Conversation: @ASFFest #ASFF2016

Notes to Editors:

1. BAFTA Qualifying ASFF is hosted by Aesthetica Magazine

Intelligent, beautiful and informative, Aesthetica is one of the leading publications for art, design and photography. The bi-monthly publication highlights some of the most important artists at work today, both established and emerging, through detailed features and stunning imagery. Each edition includes in-depth coverage of new exhibitions and artists, photography, film and performance, making it a go-to-guide for all art and culture lovers across the world.

2. London College of Fashion: Shaping Lives Through Fashion

London College of Fashion, UAL is a world leader in fashion design, media and business education. In boundary-pushing research where fashion intersects with science, engineering, and technology, and in enterprise, where it partners with top brands and helps launch new businesses. It has been nurturing creative talent for over a century, offering courses in all things fashion. Across every subject, it encourages students to examine the past and challenge the present. To have inventive, assertive ideas that challenge social and political agendas. It gives them the skills, opportunities - and above all, the freedom - to put those ideas into practice.

LCF moves fashion forward, by looking beyond it. We partner with fashion's most successful brands and labels - both high street and luxury. LCF graduates are in key positions across every dimension of the fashion industry, from established designers like Jimmy Choo OBE, Sophia Webster and JW Anderson to rising stars like Ryan Lo and respected entrepreneur and former Chairman of the British Fashion Council, Harold Tillman CBE as well as fashion journalists Melanie Rickey and Sarah Harris.

3. University of the Arts London

London College of Fashion is part of University of the Arts London (UAL) - Europe's largest specialist art and design university. Its unique creative community is made up of six distinctive and distinguished Colleges: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts.

4. **ASFF 2016** is the festival's sixth edition, running 3 to 6 November in York.
5. **The Festival Hub** is at Visit York, 1 Museum Street, and a further 17 venues are used for screenings and events. See all venues: www.asff.co.uk/venues
6. **The Official Selection** features UK premieres and previously screened films by emerging and established practitioners from across the world. It includes 400 films from 40 countries.
7. **All films in the Official Selection are in competition for the following awards:** Festival Winner, Best of Category, People's Choice and Best Screenplay from the Northern Film School at Leeds Beckett University. See all awards: www.asff.co.uk/awards
8. **ASFF 2016 partners and sponsors include:** Aesthetica, York St John University, BFI, City of York Council, Leeds Beckett University, Northern Film School, 1331, Grand Central, Creative England, Make It York, University of the Arts London, London College of Fashion, Virgin Trains. See all partners: www.asff.co.uk/partners