

**Two Weeks to Go: Explore the Diverse Spectrum of Human Experience at ASFF 2017**



Image: Krystine Atti, *When Kids Grow Up*, (UK, 2016) ASFF 2017 BUFF Guest Programme

**In two weeks, the BAFTA-Recognised Aesthetica Short Film Festival (ASFF) will open its many doors, attracting filmmakers and film fans from around the world to the city of York. Launching 8-12 November, the city-centre will transform into a pop-up cinema, as 18 unique venues screen over 300 exceptional contemporary films, from 41 countries.**

This year, **ASFF announces a stimulating guest programme** to complement the contributions of the Official Selection, celebrating the diversity and breadth of independent cinema. Designed to forge relationships with other cultures and communities, the screenings offer a voice and platform to filmmakers from all walks of life.

By introducing audiences to untold stories through the powerful medium of film, ASFF hopes to **encourage discussion and raise awareness of issues surrounding diversity** faced by millions each day, who continue to be under-represented on the big screen. The driving force behind the programme is to highlight the moral and social importance of representation in cinema, an area still lacking within the industry, which needs to be acknowledged and actioned.

**Cherie Federico, Director, ASFF says:** “Film has the potential to be one of the most representative art forms of our generation, yet diversity is still an overwhelming industry issue. This year’s Guest Programmes will be a celebration of contemporary cinema and culture, accurately representing the world we live in today. We hope the stories shared will have a positive and unifying effect, appealing to those curious about lives different from their own, resulting in greater respect for one another.”

**Supported by Iris Prize Festival, British Urban Film Festival and Kraków Film Festival,** the inclusion of these screenings at ASFF aims to more accurately reflect changing attitudes,

For Immediate Release

people and landscapes around the world, addressing diversity in relations to race, gender, age and sexual orientation, through on-screen representation, themes and narratives.

Cardiff's **Iris Prize Festival** will debut a selection of **LGBTQ+ inspired shorts**, each evoking a variety of emotive and transient themes including love, loneliness and friendship. Each year, 35 films compete for the prestigious award, which offers £30,000 to the winner to produce and release a new short film. To date, eight films have been produced, four of which will screen this year at ASFF.

For over a decade, the **British Urban Film Festival (BUFF)** have made it their mission to provide those from disadvantaged backgrounds with industry opportunities. Committed to seeking out diverse voice and opinion, they will showcase some of the best work from up and coming homegrown British urban talents currently working in the film and TV sector.

As one of the oldest events in Europe devoted to documentary and animations shorts, **Kraków Film Festival (KFF)**, has helped many Polish filmmakers kick start their careers and will be screening a series of Polish films, with English subtitles.

The Guest Programme will also see ASFF **welcome back previous festival winners**, providing audiences with an opportunity to re-watch films from a range of genres and engage in exciting Q&A panels with the winning filmmakers themselves.

Since 2014, ASFF has partnered with Yorkshire Screen Archive to present archival footage of Yorkshire residents before, during and after the First World War as part of the nationwide centenary commemorations. The tradition will continue this year with a **special screening of *The Battle of the Ancre***, serving as a fascinating insight into the realities of the past.

**Guest Programmes are free to attend with an ASFF Screening Pass.**

**Screening Passes** and **Event Tickets** can be booked online at [www.asff.co.uk/tickets](http://www.asff.co.uk/tickets) and collected from the ASFF Hub, Visit York, 1 Museum Street, York, YO1 7DT from **7 November**.

### Notes to Editors

1. **ASFF 2017 takes place from the 8-12 of November** in York, UK: [www.asff.co.uk](http://www.asff.co.uk)
2. **Screening Passes and Tickets** can be purchased online: [www.asff.co.uk/tickets](http://www.asff.co.uk/tickets)
3. **Download Press Images:** <http://aestheti.cc/meu3a>
4. View the Official 2017 Programme: <http://aestheti.cc/vy5qp>
5. Share the Official 2017 Festival Trailer: <http://aestheti.cc/g8nfj>
6. **ASFF 2017's Guest Programmes** are supported by Iris Prize, British Urban Film Festival (BUFF), Krakow Film Festival (KFF) and the First World War Centenary.
  - a. **Iris Prize** will debut a selection of LGBTQ+ inspired shorts. Each year, 35 films compete in Cardiff for the award. So far, eight films have been produced, four of which will screen at ASFF 2017. [www.irisprize.org](http://www.irisprize.org)
  - b. **British Urban Film Festival (BUFF)** was formed in 2005 to showcase urban independent cinema in the absence of any sponsored activity in the UK and is widely regarded as the home of urban film coverage in the UK. [www.britishurbanfilmfestival.co.uk](http://www.britishurbanfilmfestival.co.uk)

For Immediate Release

- c. **Kraków Film Festival (KFF)** is one of Europe's oldest events dedicated to documentary, animation and short film, organised every year since 1961. [www.krakowfilmfestival.pl](http://www.krakowfilmfestival.pl)
- d. The Imperial War Museum is leading the **First World War Centenary Partnership**, a network of local, regional, national and international cultural and educational organisations. [www.1914.org](http://www.1914.org)
7. **ASFF sponsors and partners include**; Aesthetica, Barley Hall, Belfrey Hall, Bootham School York, British Film Institute, City of York Council, City Screen Picturehouse, Creative England, Creative Scotland, Explore York, Falmouth University, Ffilm Cymru Wales, Firefly, Friargate Theatre, Grand Central Rail, Hereford College of Arts, Hilton York, Holiday Inn, King's Manor, Leeds Beckett University, London College of Fashion, London Film School, Make It York, Marriott York, Middlesex University London, NAHEMI, The National Centre for Early Music, Northern Film School, Northern Ireland Screen, Park Inn York, Plymouth College of Art, RADA, Random Acts, Riding Lights Theatre Company, Safestay, Scottish Film Talent Network, The Smalls, Thirteen Thirty One, University of Lincoln, Visit York, York Conferences, York Explore, York Means Business, York Museums Trust, York Theatre Royal, York St John University, York Theatre Royal. See all supporters: [www.asff.co.uk/partners](http://www.asff.co.uk/partners)
8. **Aesthetica**, one of the leading arts and culture publications produces ASFF. Showcasing some of the most important artists from around the world at work today, the bi-monthly publication includes in-depth coverage of new artists and exhibitions, photography, film and performance. [www.aestheticamagazine.com](http://www.aestheticamagazine.com)

For quotes, images and interviews please contact **Hannah Skidmore** on **01904 629 137** or email [hannah@aestheticamagazine.com](mailto:hannah@aestheticamagazine.com)

**Join the conversation using #ASFF2017 and follow on:**

Twitter: [@ASFFest](https://twitter.com/ASFFest)

Instagram: [@asffestival](https://www.instagram.com/asffestival)