

**Hear from Today's Visionaries: Aesthetica Short Film Festival Opens Next Week**



Image: Ian Hunt Duffy, *Gridlock*, (Ireland, 2015) ASFF 2017 Thriller Programme

Next week, the historic city of York will provide a cinematic backdrop to the 7<sup>th</sup> edition of the **BAFTA-Recognised Aesthetica Short Film Festival (ASFF)**, as it returns for the seventh year. Taking place 8-12 November, filmmakers and film fans from around the world can see over 300 independent short films, in 18 unique venues.

Visitors can discover **unprecedented modes of storytelling**, gaining insights into cultures and subject matters outside the realm of their experiences, as the **Official Selection cuts across 12 categories**, including; advertising, animation, artists' film, comedy, dance, documentary, drama, experimental, fashion, family friendly, music video and thriller.

Throughout the festival, **leading industry professionals** will bring their expertise with a series of Masterclasses, sharing their experience with the new generation of filmmakers. Filmmaking requires a huge variety of different skillsets and the masterclass series offers an opportunity to **hear from a range of different professionals** working in the industry at different levels. Topics covered include screenwriting, post-production techniques, acting and directing, distribution and editing, visual effects, virtual reality and camera operation.

For Immediate Release

There's something for every interest and speciality, with over 25 masterclasses taking place at ASFF 2017. Speakers include award-winning comedian **Andi Osho**, Head of the **BBC Writersroom**, Anne Edyvean, and Edward Hicks, Head of Film, TV and Radio at the world-renowned **Royal Academy of Dramatic Arts (RADA)**.

**Cherie Federico, Festival Director, says:** "ASFF is a festival of discovery; not only do attendees get to see outstanding works in a variety of genres from all over the world, but they also get real insight into the industry. Organisations such as the **BFI NETWORK, Women in Film and Television** and **Lucasfilm's VFX studio, Industrial Light & Magic**, are all present to share vital knowledge with our filmmakers about the best ways to get your work seen. We're delighted to be able to offer such a detailed range of topics, curated to assist our filmmakers on their journey through the industry and to introduce them to leading professionals to guide them."

**Festival-goers can engage further with industry representatives** in a more informal setting at ASFF's Networking Sessions at the Dean Court Hotel, just a stone's throw from the beautiful York Minster. In addition, filmmakers from this year's Official Selection will be gathering at City Screen York each morning for coffee and discussions around industry challenges.

Along with industry Masterclasses, ASFF introduces **Industry Screenings & Panel Discussions** from leading UK institutions and organisations, continuing the festival's long tradition of giving back to filmmakers, providing a place for debate, discussion and development.

**An exhibition of raw, young talent**, the screenings provide visitors with an opportunity to see some of the best and brightest work being produced across the country by emerging filmmakers. The Industry Screenings are an innovative new way of pairing audiences with films and sharing developments in filmmaking, followed by panel discussions on key themes and trends in today's film culture.

As the film landscape continues to change, higher educational institutions remain at the cutting edge of innovation, **committed to the development of digital culture** and the next generation of creatives. Organisations attending include; London College of Fashion, Creative England, Channel 4's Random Acts and more.

Newcomers to ASFF Falmouth University, present a panel on Independent Film Production, exploring the question of **how you keep film schools relevant in the 21st Century**, when independent films are continuing to find new audiences via the development of online distribution platforms.

The Northern Film School, sponsors of the ASFF Best Screenplay Award, are also present with a **special selection of screenings and a provocative panel discussion**, not to be missed, hosted by Dan Weldon titled: Long Live the Image: Kill the Script.

**Visitors with ASFF Passes gain free entry to Industry Screenings & Discussions.**

**Masterclass Tickets and Screening Passes** can be booked online at [www.asff.co.uk/tickets](http://www.asff.co.uk/tickets) and can be collected at the ASFF Hub 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. **ASFF Hub:** Visit York, 1 Museum Street, York, YO1 7DT
4. **Download Press Images:** <http://aestheti.cc/meu3a>
5. View the Official 2017 Programme: <http://aestheti.cc/vy5qp>
6. Share the Official 2017 Festival Trailer: <http://aestheti.cc.g8nfi>
7. **ASFF genres include:** advertising, animation, comedy, dance, documentary, drama, experimental, fashion, music video and thriller.
8. **All films are in competition for the following awards:** Best of Category, People's Choice, Festival Winner, Northern Film School Award for Best Screenplay  
[www.asff.co.uk/awards](http://www.asff.co.uk/awards)
9. **The ASFF 2017 Jury include;** Adam Gee (Little Dot Studios), Andrew Fryer (Leeds Beckett University), Christine Morrow (Northern Ireland Screen), Gisli Snaer (London Film School), Isabelle Croissant (HOME), Lydia Beilby (Edinburgh International Film Festival), Matimba Kabalika (BFI NET.WORK), Philip Ilson (London Short Film Festival), Philip Sindall (Association of Camera Operators), Robbie Gibbon (Editor), Sarah Ahern (ADIFF) and Stephen Whelan (Pulse Films).
10. **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)
11. **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)

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