

BROADEN YOUR HORIZONS: VR & IMMERSIVE EXPERIENCES



As part of ASFF's wider ethos to celebrate the development of new technologies, the festival brings **VR, Immersive Experiences and 360 Film Screenings to York for the first time, in partnership with London College of Communication (LCC)**. Going beyond traditional academic models, LCC's Screen School is designed to bring film and television together with the disciplines of games, animation, sound arts and design and live events.

Based in York Theatre Royal from 7-11 November, the Screen School VR Lab explores new dimensions created by some of the world's most innovative filmmakers. Films in the 2018 selection include projects distributed by **Arte and Canal+**, covering themes such as immersion into nature, cyber warfare and transgender communities in *Dolphin Man*, *Zero Days* and *Authentically Us*.

Running alongside the new VR Lab, **ASFF invites attendees to learn about how industry professionals and practitioners are working with new technologies**. These daily discussions highlight the practicalities and challenges of VR filmmaking, considering practical techniques as well as the potential of VR, its role in the future and its purpose beyond the realm of filmmaking.

Topics for 2018 include:

- VR Broadcasting: The Changing Face of Journalism
- AI and VR: Unprecedented Models
- VR Filmmaking: How to Create a 360° Film
- Financial Models: The Future of VR.
- The Ethics of Illusion: VR in the Everyday

Larra Anderson, Dean of Screen at LCC, notes: "At London College of Communication, we have a very proud heritage – but we're also incredibly future-focused. Through our work with industry, we know we need to continually explore new ways of working, thinking and making. Part of that is developing courses – such as our new BA and MA courses in Virtual Reality – as well as new resources, including our Extended Reality Lab. This year's Screen School VR Lab, in collaboration with the eighth edition of ASFF, is an extension of these ideas. We are very much looking forward to the festival and to exploring how virtual reality can be applied across different facets of filmmaking, animation, games and immersive experiences."

Notes for Editors:

For **PRESS** information and images please contact:
Hannah Skidmore | Marketing Coordinator
hannah@aestheticamagazine.com | (0044) (0)1904 629 137

To apply for **Press Accreditation** visit: www.asff.co.uk/press/accreditation/

- Aesthetica Short Film Festival runs 7-11 November across York, UK. www.asff.co.uk
- Press images can be downloaded here. <http://www.bit.ly/2Ar5pvl>
- Download the Official Programme: <http://aestheti.cc/dbaeq>
- Watch the 2018 Official Trailer here: <http://aestheti.cc/16j70>
- Tickets can be collected from the ASFF Hub at York Theatre Royal, St Leonard's Place, York, YO1 7HD. Masterclass tickets are sold separately: www.asff.co.uk/tickets
- The ASFF 2018 Jury includes practitioners from the film industry whose expertise span directing, editing, producing, journalism and film criticism. Jury members are: Aleks Dimitrijevic (The Small Film Festival), Alice Ramsey (Creative England), Emmanuel Anyiam-Osigwe (British Urban Film Festival), Gideon Koppel (Filmmaker), Iain Gardner (Edinburgh International Film Festival), Jackie Okwera (Duck Soup Films), Jaime Estrada-Torres (Editor), Julian Foddy (Industrial Light & Magic), Lauren Houlton (Jerwood Visual Arts), Mike Stubbs (FACT), Niccolò Montanari (Co-Founder of the Berlin Fashion Film), Rebecca Mark-Lawson (Tyke Films), Sheyma Buali (BBC Arabic Festival), and Simran Hans (*The Observer*).
- The festival is produced by the bi-monthly publication [Aesthetica Magazine](#).
- Festival Sponsors and partners include: Aesthetica, York St John University, BFI, Make It York, 1331 Bar, Brandy Brown's Cinema, City of York Council, Leeds Beckett University, Northern Film School, London College of Communication, Grand Central, Creative Scotland, Sheffield Doc/Fest, Ffilm Cymru Wales, Marston's Brewery, London College of Fashion, University of the Arts London, Plymouth College of Art, Middlesex University London, NAHEMI, Northern Ireland Screen, Scottish Film Talent Network, University of Lincoln, London Film School, Falmouth University, Northumbria University, Manchester Metropolitan University, National Centre for Early Music, Friargate Theatre, Barley Hall, Bootham School, Holiday Inn, Safestay, Hilton York, Middletons Hotel, St Mary's Guesthouse, Explore York, York Museums Trust, City Screen Picturehouse, Everyman Cinema, The Smalls, York Theatre Royal, York Conferences, firefly, York Means Business. See all supporters [here](#).
- Twitter [@asffest](#) | Facebook [@aestheticashortfilmfest](#) | Instagram [@asffestival](#)

Aesthetica



MakeItYork

