



The BAFTA Qualifying Aesthetica Short Film Festival

Is Looking for New Fashion Films for 2015

Entries are open for the fifth year of the BAFTA Qualifying [Aesthetica Short Film Festival](#), a dynamic addition to the international film festival circuit and one of the UK's largest and most exciting film festivals to programme a fashion film strand, supported by [London College of Fashion](#). ASFF takes place annually in York across four days – this year from 5-8 November – showcasing outstanding contemporary cinema in 15 unique screening venues.

Last year's festival screened 300 films from 40 countries worldwide, including exceptional works by top brands, such as Vivienne Westwood, Swarovski, Louis Vuitton, Trager Delaney, Topshop, River Island, Karen Millen, Triwa watches and Hub Footwear. Stars from the fashion world gave stellar performances in the line-up of films, and included Lily Cole in Lorna Tucker's *Red Shoes*, inspired by Vivienne Westwood's *Climate Revolution*.

ASFF 2014 attracted 18,000 admissions, with visitors travelling from as far as the USA, Brazil, Australia and Japan as well as across the UK – including over 2,000 students from schools, colleges and universities nationwide to experience innovative short films. ASFF is a springboard for filmmakers looking to engage with a wider audience. [The Bigger Picture](#) (Chris Hees, Daisy Jacobs, Jennifer Majka), which screened at ASFF 2014, recently won the BAFTA for British Short Animation in 2015.

The festival is also unique in establishing a place for discussion about the role of film in the fashion and clothing industry and the wider impact of fashion films upon today's visual culture. Last year ASFF welcomed key personalities from the industry, including Marits Roberts, Marketing Manager at British Fashion Council; Sara Wilson, Director of Photography at Jigsaw; Stephen Whelan, Producer at White Lodge – a leading creative agency making films for high-end retailers, and acclaimed costumer Wendy Benstead, whose commercial work includes brand advertisements for MTV, Schweppes, Film4, Sony Playstation and memorably the cream coloured bespoke gowns in the Baileys Advert.

ASFF 2015 will continue the dynamic series of masterclasses, Q&As and introduced fashion film screenings creating many networking opportunities for emerging and established filmmakers to get their work noticed by industry and build their contacts list. All films are in competition, and there will be an award for the best film from each category, as well as the People's Choice Award nominated during the festival.

Prizes also include editorial coverage in Aesthetica Magazine, which attracts a significant, worldwide readership of 186,000. The fashion film strand reflects a continued interest of Aesthetica in recognising the creativity and innovation involved in the fashion and design industry. The publication has often highlighted important exhibitions such as *Hello my name is Paul Smith* at the Design Museum and *The Future of Fashion is Now* at the Museum Boijmans Van Beuningen in Rotterdam. ASFF's fashion film line-up creates a timely focus on this genre as creators are playing with its identity and redefining its possibilities.

Director Cherie Federico comments on the festival's search for fashion films: "This is a major strand in the festival and one which is truly loved by our audiences for its freshness and relevance to

contemporary visual culture. I am excited to programme this year's selection, based on the outstanding fashion films ASFF has championed in the past, including those which showcase new collections to those that document and confront issues in the industry, such as the recycling of unwanted clothes."

For more information and submission guidelines visit www.asff.co.uk

Deadline for entries is 31 May 2015

Join the conversation [@asffest](https://twitter.com/asffest) #ASFF2015 [facebook.com/aestheticamagazine](https://www.facebook.com/aestheticamagazine)

Notes to Editors:

1. ASFF 2015 call for entries closes 31 May 2015 www.asff.co.uk/submit
2. Categories for entry: advertising, animation, artists' film, comedy, dance, documentary, drama, experimental, fashion, music video and thriller. Running time up to 30 minutes
3. ASFF 2015 runs 5-8 November www.asff.co.uk [@asffest](https://twitter.com/asffest) #ASFF2015
4. ASFF 2014 screened over 300 films from 40 countries worldwide, including the USA, Canada, Australia, Japan, Iraq, Israel, Lebanon, Spain, Italy, Brazil, Switzerland, France, Germany and the UK
5. Special events included Yorkshire Film Archive: *Filmed and Not Forgotten*, Creative England iShorts as well as screenings by guest countries: Iraq, Japan and Lebanon. There were also official selections from leading short film festivals Internationale Kurzfilmtage Winterthur and Clermont-Ferrand Film Festival
6. Fashion and advertising industry events included masterclasses with Kathryn Ferguson and Ridley Scott Associates, introduced screenings with Marits Roberts, Marketing Manager at British Fashion Council and Stephen Whelan, Director at White Lodge, plus networking sessions with leading costumer Wendy Benstead.
7. Festivals in attendance at ASFF 2014 included Animated Exeter, Berwick Film & Media Arts Festival, Borderlines Film Festival, Bradford Animation Festival, British Urban Film Festival, Cabriolet Film Festival, Castellinaria, Edinburgh International Film Festival, Encounters Short Film and Animation Festival, European Animated Festival Balkanima, Flatpack Film Festival, Garden State Film Festival, Internationale Kurzfilmtage Oberhausen, Kendal Mountain Festival, London Short Film Festival, Pennine Film Festival, Raindance, Sheffield Doc/Fest, Short Shorts Film Festival & Asia.
8. The festival is produced by Aesthetica Magazine. Visit www.aestheticamagazine.com
9. ASFF's main sponsor is York St John University. Other sponsors include BFI, City of York Council, Arts Council England, The Guild of Television Cameramen, The Great British Sasakawa Foundation, Japan Foundation, Embassy of Switzerland in the United Kingdom, Creative England, Thirteen Thirty One, Brandy Brown's Little Cinema, York Means Business, University of the Arts London, London College of Fashion, Film Hub North, Reel Cinema, Middletons Hotel, The National Centre for Early Music, National Trust, Grand Central, One&Other, York Theatre Royal, City Screen Picturehouse York and Visit York. To see the full list visit www.asff.co.uk/partners

For quotes, images and interviews please contact Alexandra Beresford on 01904 629 137 or email alexandra@aestheticamagazine.com

Press Images

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High-res images available upon request: contact Alexandra Beresford at alexandra@aestheticamagazine.com



Screenshot from *Man On The Move*, 2014.
Directed by Romain Laurent (Solab), France.
Fashion Finalist in ASFF 2014.



Screenshot from *Handprint*, 2013.
Directed by Mary Nighy (White Lodge), UK.
Fashion Finalist in ASFF 2014.



Screenshot from *Chamade*, 2014.
Directed by Kinga Burza (Partizan), France.
Fashion Finalist in ASFF 2014.



Screenshot from *David Gandy's Goodnight*, 2013.
Directed by Benjamin Cox (Red Square Productions / Dark Harbor Stories / Elk Studios), USA. Fashion Finalist in ASFF 2014.



Screenshot from *The Directors Project*, 2014.
Directed by Ben Marshall (Jigsaw), UK.
Best Advertising Film in ASFF 2014.



Screenshot from *River Island x Joseph Turvey feat. Justanorm*, 2013.
Alex Turvey (White Lodge), UK.
Best Fashion Film in ASFF 2014.



Screenshot from *y2o*, 2013.
Directed by Dominique T Skoltz (Skoltz Inc), Canada.
Experimental (Dance) Finalist in ASFF 2014.



Screenshot from *Glace Crevasse et Dérive*, 2013
Directed by Albert Girard / Chantal Caron (Fleuve Espace Danse), Canada.
Artists' Film Finalist in ASFF 2014.



Screenshot from *Léthé*, 2014.
Directed by Harald Hutter (Scotland Screen Academy), France/Scotland.
Experimental Finalist in ASFF 2014.



Screenshot from *Faint*, 2014.
Directed by Natalie Plaskura (Independent), Germany.
Artists' Film Finalist in ASFF 2014.



Screenshot from *Louis Vuitton City Guides*, 2014.
Directed by Romain Chassaing (Solab), France.
Advertising Finalist in ASFF 2014.



Screenshot from *Matin Lunaire*, 2014.
Directed by Clément Oberto (Oversteps Production), France.
Fashion Finalist in ASFF 2014.



Screenshot from *Red Shoes*, 2013
Directed by Lorna Tucker (Finished Films), UK.
Fashion Finalist in ASFF 2014.



Screenshot from *Viviente*, 2013.
Directed by Ivalo Frank (Independent), Germany.
Experimental Dance Finalist in ASFF 2014.