08/10/2014 – For immediate release

ASFF | AESTHETICA SHORT FILM FESTIVAL

BAFTA RECOGNISED FESTIVAL BRITISH SHORT FILM

ASFF Inspires Students: Free Screening Event for Schools

Encourages Critical and Cultural Understanding

In collaboration with Film Hub North, the BAFTA Qualifying Aesthetica Short Film Festival (ASFF) launches a new initiative to offer a diverse educational experience for students in contemporary cinema, demonstrating a commitment to bringing new talent to filmmaking, encouraging participation and developing creativity.

Britain has a strong, internationally-recognised film industry which employs around 80,000 people across a broad range of disciplines. Students studying at schools around York are invited to attend a Youth Engagement Day on Thursday 6 November as part of ASFF. This day is a microcosm of the wider festival, designed to introduce students to options available within the industry and inspire their choices for future study and work.

Prior to arriving at the festival, attending schools receive a taster session at their school to familiarise students with the concept of short film and give an overview of the breadth of skills involved in filmmaking. On the day students are privy to a specially curated selection of screenings at venues including Bootham School, City Screen, York Theatre Royal and York St John University.

Screenings feature films in a variety of genres including animation, music, comedy, advertising, fashion, documentary and dance, and offer something for everyone. A wide range of subjects and stories are represented through film and cross-curriculum learning exposes students to new ideas and concepts. Introductions and discussions around the films will also further their critical understanding and inspire new creativity in the use of cinema as a narrative device.

Films are from across the world and give students an insight into other cultures and lifestyles as well as encouraging them to engage with film beyond Hollywood productions, opening their perspectives to independent and world cinema. Filmmaking is a brilliant example of collaborative teamwork and the students' active participation in the Youth Engagement Day and the rest of the festival will enable them to interact with other aspiring young people from different social and cultural backgrounds, as well as established filmmakers from the UK and abroad.

A fantastic day out, ASFF builds on the school curriculum in a meaningful and dynamic way: developing student's creativity and confidence and contextualising their school and media studies in a real film environment. The day encourages active learning and inspires students to tell their own stories, fall in love with independent film and explore career opportunities within the film industry that they may not have previously considered.

Other festival-goers can also experience selected screenings on the Thursday at a limited number of venues. These Early Doors screenings offer an exclusive preview of what is available throughout the festival and give visitors an opportunity to fit even more films into their viewing schedule.

08/10/2014 – For immediate release

- View and share the **ASFF 2014 Programme**: http://tinyurl.com/nrrf8sq
- Watch and share the **ASFF 2014 Trailer**: http://vimeo.com/107942123
- **Festival tickets and passes** are available from www.asff.co.uk/tickets
- Join the conversation @asffest and www.facebook.com/aestheticamagazine

Notes to Editors:

1. ASFF 2014 runs 6 - 9 November across the city of York

2. Festival website www.asff.co.uk and tickets www.asff.co.uk/tickets

3. BAFTA website www.bafta.org and CLICK HERE for information on BAFTA short film categories

4. Special events include Yorkshire Film Archive: Remembrance Sunday, Creative England iShorts, guest countries: Iraq, Japan and Lebanon, and official selections from short film festivals: Internationale Kurzfilmtage Winterthur and Clermont-Ferrand Film Festival

5. Industry events include masterclasses, daily networking sessions, Meet the Film Festivals and Meet the Filmmakers

6. Festivals in attendance: Sheffield Doc/Fest, Berwick Film and Media Arts Festival, , British Urban Festival, Oberhausen Film Festival, London Short Film Festival, Bradford Animation Festival, FlatPack Film Festival, Encounters, Animated Exeter, Beginning Film Festival, Cabriolet Film Festival, Castellinaria, ÉCU – The European Independent Film Festival, Edinburgh International Film Festival, European Animated Film Festival Balkanima, Garden State Film Festival, The Pennine Film Festival Raindance Film Festival, Short Shorts Film Festival & Asia, Clermont Ferrand Short Film Festival, International Kurtzfilmtage Winterthur.

7. The festival is produced by Aesthetica Magazine. Visit www.aestheticamagazine.com

8. 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

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

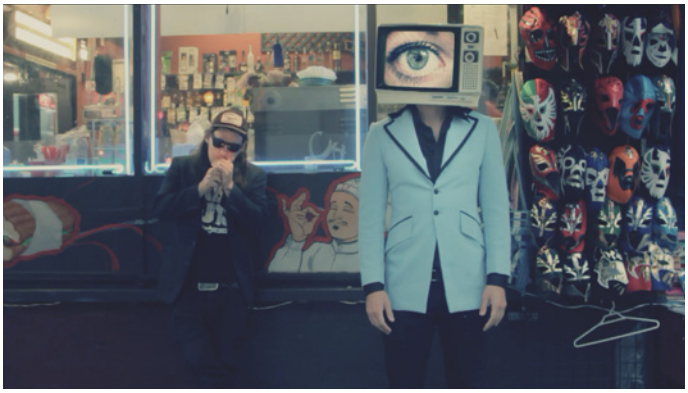
Screenshot from *Léthé*, 2014.
Directed by Harald Hutter (Scotland Screen Academy), France/Scotland.
Experimental Finalist in ASFF 2014.

Screenshot from *Birdman*, 2013.
Directed by Sam Clarke & Matt Farrant (Independent), UK.
Documentary Finalist in ASFF 2014.

Screenshot from *Faint*, 2014.
Directed by Natalie Plaskura (Independent), Germany.
Artists' Film 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 *y2o*, 2013.
Directed by Dominique T Skoltz (Skoltz Inc), Canada.
Experimental (Dance) Finalist in ASFF 2014.



Screenshot from *Jim James: State of the Art (A.E.I.O.U.)*, 2013.
Directed by Staci DeGagne & Alexander Fletcher (Clean White Lines Productions), USA.
Music Finalist in ASFF 2014.

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