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PRESS RELEASE

# ASFF | AESTHETICA SHORT FILM FESTIVAL

## ASFF Opens for Entries: Expanding Opportunities for Filmmakers with New Strands in Fashion Film and Advertising

Deadline for entry is 31 May 2014

[www.asff.co.uk/submit](http://www.asff.co.uk/submit)

Now an established and dynamic player on the UK film festival circuit, the Aesthetica Short Film Festival (ASFF) is an annual celebration of short film from across the world. Championing and supporting short filmmaking, the 2013 festival screened 300 films from 36 countries across 15 iconic locations spanning York's historic and contemporary spaces. Industry professionals, filmmakers and diverse audiences travelled to York from Japan, Los Angeles, Kuwait, Israel, Canada, Norway, Sweden, France and Belgium amongst other places to experience memorable short film.

ASFF 2014 is now open for entries, inviting submissions from emerging and established filmmakers driving the genre of short film forward through inspirational and innovative works. The categories for entry include advertising, animation, artists' film, comedy, documentary, drama, experimental, fashion, music video and thriller. Films with a maximum duration of 30 minutes are eligible. Films selected for the festival qualify for awards nominations such as Best of Fest, People's Choice and Category Awards.

New for the festival's fourth edition are the categories: advertising and fashion. With these now part of the spectrum of genres, ASFF 2014 is a unique platform for new kinds of short film, and an opportunity to explore genres that are currently inventing and re-defining themselves. ASFF is looking for filmmakers pushing the boundaries of their medium; from experimental methods to narrative approaches, and from an investigation into contentious issues in society today, to a more formal approach to the mechanisms of moving image-making.

The new strands in fashion and advertising expand upon last year's successful film event. Fashion films in ASFF 2013 included [Four-Tell](#) (2013); a collaborative project by department store Selfridges and filmmaker Kathryn Ferguson. The film celebrated International Women's Day, showcasing inspirational female role models starring Zaha Hadid, Sharmadean Reid, Caryn Franklin and Bella Freud. It also promoted Selfridges' new bespoke branch so the quartet show off stylish, made-to-measure garments by master tailor Henry Rose, heritage cashmere label Hawick and shirt and tie maker Charvet.

Meghna Gupta's [Unravel](#) (2012) was screened at the Opening Night and across the ASFF weekend, engaging audiences with the life cycle of textile products. In this documentary, the Western world's unwanted clothes are followed on a journey across Northern India to a sleepy town named Panipat where women recycle the cast-offs back into yarn.

By providing a platform for advertising films and showcasing them to festival audiences, ASFF will give recognition to the artistic output of agencies and advertising filmmakers. The strand is inspired by truly memorable ad campaigns, which create visceral responses and grab viewers' imaginations by telling authentic and touching stories. Those that have firmly established themselves in the history of great ad campaigns include the Hovis [Bike](#) advert of 1973, acclaimed as Britain's favourite TV ad, which was directed by Ridley Scott prior to his feature film directing.

Advertising movies help to launch the career of filmmakers by giving them an opportunity to establish their filmmaking style, and lodge themselves in the collective consciousness of society. To explore different routes that filmmakers take in their career at ASFF 2014, there will be a fantastic opportunity to experience a masterclass in what makes a good advert, and how filmmakers are developing this genre.

As a leading cultural event in the UK, ASFF promotes and develops the next generation of creative filmmaking talent. After showcasing at ASFF, successful films will tour venues that have previously included The Hepworth Wakefield, Underwire Festival, London, and Bath Film Festival. Previous entries include Peter Middleton and James Spinney, directors of experimental documentary *Notes on Blindness* (2013), which later premiered overseas at Sundance Film Festival in Utah. Karim Ouaret won Best Thriller with his debut short *Lapsus* (2012) gaining new recognition after a successful career directing music videos and commercials. Anna Mantzaris and Eirik Grønmo Bjørnsen's animation *But Milk is Important* (2012) won over festival-goers, taking home the ASFF People's Choice Award, and continued to win further awards at KORT KinoKino Short Film Festival, Norway, and Animated Dreams Festival, Estonia.

A source of inspiration in the global film community, ASFF provides countless opportunities for creative interaction. During the festival, the city of York becomes a meeting point for representatives from leading film organisations with panel discussions and masterclasses from BAFTA, Channel 4, Warp, Sheffield Doc/Fest, Film 4, Raindance and more. Submitted films reach a wide and varied audience, build links within international film networks, and are seen by the biggest personalities working in the industry today.

Festival Director, Cherie Federico highlights:

"Last year, ASFF received a record number of entries and the standard of films was exceptionally high, which made it such an exciting event to programme. We're thrilled to announce two new categories for entry this year that will increase opportunities for filmmakers and provide a platform to showcase new, inspirational works. Taking place across the historic city of York, and in a range of contemporary gallery spaces in the locality, ASFF 2014 offers a dynamic cinematic experience. The unique venues and the quality of films draw in industry professionals across the four days; it is a wonderful opportunity for filmmakers to get their work seen by the right people who are looking to spot the latest talent."

For full submission guidelines, and details on awards and prizes visit [www.asff.co.uk/submit](http://www.asff.co.uk/submit).

-ENDS-

#### Notes for Editors

1. The festival is an annual event and will take place in 2014 from 6-9 November.
2. The festival website is [www.asff.co.uk](http://www.asff.co.uk).
3. Link to ASFF 2013 Official Trailer <https://vimeo.com/76682439>.
4. For the full list of winners at the 2013 festival please [CLICK HERE](#).
5. Special screenings included guest programmes from BAFTA, Kuwait, Mexico, India and Screen Bandita (reclaimed Super 8 film).
6. Filmmakers were from 36 countries including the UK, Brazil, Japan, Iran, Canada, Kenya.
7. For the 15 locations, visit [www.asff.co.uk/venues](http://www.asff.co.uk/venues) - images of all venues are available.
8. The festival is produced by Aesthetica Magazine: [www.aestheticamagazine.com](http://www.aestheticamagazine.com).
9. ASFF's main sponsor is York St John University. Other sponsors include the BFI, City of York Council, York Means Business, York College, Coles Solicitors, Heslington Studios, 1331, The Guild of Television Cameramen, City Screen, York Theatre Royal, Mosaic Events and all of our partners, venues and supporters.
10. Film links courtesy of Vimeo.

For quotes, images and interviews please contact Alexandra Beresford on 01904 629 137 or email [alexandra@aestheticamagazine.com](mailto:alexandra@aestheticamagazine.com).

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## Press Images

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High-res images available upon request: contact Alexandra Beresford at [alexandra@aestheticamagazine.com](mailto:alexandra@aestheticamagazine.com)



Screenshot from Lay Me Down, 2013.  
Directed by Lucy Tcherniak, (Run Rabbit Films), UK.  
Drama Finalist in ASFF 2013.



Screenshot from Bat For Lashes: Lilies, 2013.  
Directed by Peter Sluszka (Hornet Inc), USA.  
Music Video Finalist in ASFF 2013.



Screenshot from Unravel, 2012.  
Directed by Meghna Gupta (Independent), UK.  
Documentary Finalist in ASFF 2013.



Screenshot from Hazel, 2012.  
Directed by Tamer Ruggli (Tipi'mages Productions), Switzerland.  
Comedy Finalist in ASFF 2013.



Screenshot from Millennium Star, 2012.  
Directed by Maria Norman, (Independent), Sweden.  
Artist Film Finalist in ASFF 2013.



Screenshot from Four-Tell, 2013.  
Directed by Kathryn Ferguson (Independent), UK.  
Documentary Finalist in ASFF 2013.