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## The Most Exciting Site Specific Film Event in the UK: The Aesthetica Short Film Festival 2013

The Aesthetica Short Film Festival 2013 is ready to open in just over two weeks with an innovative programme including films screening in medieval halls, boutique cinemas, retail outlets, galleries and museums. ASFF has taken the notion of pop up cinema to its limits. Serious about film, there are movies from across the world presented - 36 countries in total. View 2013's Official Trailer: [www.vimeo.com/76682439](http://www.vimeo.com/76682439).

Catering for the cinema-goer who wants a bespoke experience, ASFF has screenings in a host of hidden locations across the city, where you can expect to find something surprising around every corner. Using the festival programme much like a map to a hidden treasure, visitors will move between architectural time periods as easy as they move between genres.

There are 15 screening venues, and the festival's access-all-areas ticketing system means that attendees can enter each location with just one single pass. Akin to SXSW, the Aesthetica Short Film Festival raises the bar for cinema exhibition, and certainly in the UK, it is the only film festival to operate this way, inviting attendees to step outside of traditional modes of experiencing film. Films span a range of genres including comedy, drama, animation, music video, art, experimental and even a family friendly programme.

The ASFF masterclass programme offers visitors the chance to immerse themselves in the industry and find out insiders' tips with talks and sessions by BAFTA, Film4, Channel 4, and one of screenwriting's most talked about talents Alice Lowe (Ben Wheatley's recent hit *Sightseers*), as well as Chris Thomas from Raindance Film Festival in London.

York is transformed for the weekend into a city that is fuelled by new film. The stark contrast of contemporary films with historic venues offers attendees the chance to merge art and heritage in one experience. It's a brilliant time to enjoy the city in its autumnal glory with a whole weekend of short films, networking, parties and events from just £30 for a weekend ticket. ASFF will excite you, inspire you and most of all engage you.

ASFF Director, Cherie Federico comments: "It's thrilling to be able to put on an event like ASFF in this very special place. York is a wonderful city and to use these hidden locations in this way presents a new model for experiencing cinema. I look forward to welcoming visitors to our festival."

All filmmakers are available for interview with video content and images. View the full programme: [www.issuu.com/aesthetica\\_magazine/docs/asff-2013-programme?e=5376688/5062457](http://www.issuu.com/aesthetica_magazine/docs/asff-2013-programme?e=5376688/5062457). The festival director is also available for further comment.

### Editor's Note

1. ASFF runs from 7-10 November 2013.
2. There are a variety of ticketing options available for the weekend, please refer to the programme for further information.
3. Special screenings include guest programmes from BAFTA, Kuwait, Mexico, India and Screen Bandita (reclaimed 16mm film).
4. For the 15 locations, please visit [www.asff.co.uk/venues/](http://www.asff.co.uk/venues/) - images of all venues are available for press.
5. There are 300 films in the Official Selection screened over 4 days.
6. Filmmakers are from over 30 countries including the UK, Brazil, Japan, Iran, Canada, Kenya and more.
7. The Main Sponsor is York St John University, please see our partners page for other sponsors [www.asff.co.uk/partners](http://www.asff.co.uk/partners)
8. The festival is produced by Aesthetica Magazine. Visit [www.aestheticamagazine.com](http://www.aestheticamagazine.com) .

For quotes, images and interviews please contact Rebecca Bowery on 01904 629 137 or email [rebecca@aestheticamagazine.com](mailto:rebecca@aestheticamagazine.com). The festival website is [www.asff.co.uk](http://www.asff.co.uk).