

## **BAFTA Qualifying Aesthetica Short Film Festival: Youth Engagement Day for 300 York Students**

After the success of the event in 2014, the [BAFTA Qualifying Aesthetica Short Film Festival](#) is delighted to announce that it will once again be running an opportunity for York students to participate in the ASFF Youth Engagement Day 2015, supported by the [Joseph Rowntree Foundation](#) and [Aesthetica Magazine Ltd.](#)

ASFF will welcome 300 Key Stage 3 and Key Stage 4 learners aged 11-14 from 6 York Schools to take part in the special educational activities on the morning of 5 November from 9am until 12pm in various venues across the city centre including, [Bootham School](#), [York St John University](#) and [City Screen York](#).

The Youth Engagement Day will include an introduced screening and then a look at some of the most exciting films being produced today. Genres include animation, music, comedy, advertising, fashion, documentary and dance. This is an opportunity for students to learn about new cinema and develop skills integral to their studies, including active learning, critical thinking, team-working, and the ability to debate and discuss.

Film education at ASFF takes young people beyond Hollywood and into world cinema by introducing them to diverse British and global filmmaking cultures. Film is a powerful communicative tool that can enhance knowledge of different cultures and ways of expression. A wide range of subjects and stories are represented through film, and cross-curriculum learning exposes students to new ideas and concepts.

The Youth Engagement session will be led by Stephen Burke – who has worked extensively across York on educational projects, and will guide the learners through the principles of filmmaking and critical watching.

The festival at large is a strong supporter of independent film, showcasing 300 films from 49 countries from 5 – 8 November in 15 venues across York. It has a strong educational focus, presenting over 20 masterclasses on directing, editing, cinematography, journalism and more with leading film organisations in the British and international film industry.

Speakers from **Channel 4**, **Association of Camera Operators** (*Elizabeth*, *Star Wars*, *Gravity* and *James Bond*), **Rankin Film**, **Ridley Scott Associates** (American Express, Sky McDonald's) and many more will dispense industry tips and discuss their own routes to success on Friday 6 and Saturday 7 November, expanding upon the Youth programme to explore career opportunities in film, advertising and branded content.

Tickets to the festival can be ordered online by 3 November collected from the Festival Hub, Visit York, 1 Museum Street from 5 November.

**ENDS**

**Photo Opportunity: we would like to invite a photographer to the Youth Engagement Day at the Yorkshire Museum at 10am on Thursday 5 November.**

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For information, images and any other press related enquiries please also contact Alexandra.

- **View the ASFF Programme:** <http://aestheti.cc/m24ks>
- **Share the ASFF Trailer:** <http://aestheti.cc/trailer2015>
- **Download ASFF Press Images:** <http://aestheti.cc/q7ghy>
- **Connect with ASFF:** [@asffest](https://twitter.com/asffest) and [facebook.com/aestheticamagazine](https://facebook.com/aestheticamagazine)

### **Notes to Editors**

1. ASFF is a BAFTA Qualifying Film Festival
2. ASFF 2015 runs 5 – 8 November 2015 in 15 venues across York
3. The Youth Engagement Day will welcome 300 Key Stage 3 and Key Stage students aged 11-14 from 6 schools across York
4. The Youth Engagement Day is supported by the Joseph Rowntree Foundation and Aesthetica Magazine Ltd.
5. The Festival Hub is located at Visit York, 1 Museum St, York. Opening times: Thursday 5 – Sunday 8 November, 9am – 5pm [www.visit-york.org](http://www.visit-york.org)
6. Festival Venues include: York St John University, King's Manor, City Screen York, National Railway Museum, Grand Opera House, Friargate Theatre, The National Centre for Early Music, Thirteen Thirty One, St. Peters School, Bootham School, Yorkshire Museum, Reel Cinema, Barley Hall, The Organ Factory at Middletons Hotel, Explore York. For more information visit [www.asff.co.uk/venues-2015](http://www.asff.co.uk/venues-2015)
7. Festival Partners and supporters include: York St John University, BFI, City of York Council, York Science Park, University of Arts London, Grand Central, Creative England, Joseph Rowntree Foundation, Creative Skillset, The Guild of Television Cameramen, Brandy Brown's Cinema, York Museums Trust, Visit York, York Conferences, Riding Lights, Mosaic Events, Firefly, According to McGee, New Visuality, Make it York, York Means Business, Richer Sounds, Transdev, Shooting People, The Advertising Bike Company, Cellhire, BFFF, Tate, Hepworth Wakefield, Popchips, Taylors of Harrogate. See all partners [www.asff.co.uk/partners](http://www.asff.co.uk/partners)
8. Hotel partners: Marriott York, Middletons Hotel, Holiday Inn York, The Grange York
9. ASFF 2015 will screen 300 films spanning 11 genres: advertising, animation, artists' film, comedy, dance, documentary, drama, experimental, fashion, music video and thriller. There is a family friendly programme
10. All films in the Official Selection are in competition for: Best of Fest, People's Choice and Best of Category awards
11. Industry delegates include representatives from Channel 4, Warp, Rankin Film, Ridley Scott Associates, Oscar and BAFTA Award Winning VFX giant Framestore (Gravity, Guardians of the Galaxy), Association of Camera Operators (Star Wars, James Bond) RADA, Little White Lies and more. See [www.asff.co.uk/tickets](http://www.asff.co.uk/tickets)
12. Meet the Film Festivals attendees include: Edinburgh International Film Festival, Encounters, Glasgow Short Film Festival, London Short Film Festival, Raindance, Castellinaria in Switzerland. For the full list see [www.asff.co.uk/asff2015/meet-the-film-festivals](http://www.asff.co.uk/asff2015/meet-the-film-festivals)