

For Immediate Release

ASFF | AESTHETICA
SHORT FILM
FESTIVAL

 BAFTA
RECOGNISED FESTIVAL
BRITISH SHORT FILM

One Month Until the 7th BAFTA-Recognised Aesthetica Short Film Festival 2017



Image: Manjari Makijany, *I See You* (USA, 2016) ASFF 2017 Drama Film Category

In one month's time, the **BAFTA-recognised Aesthetica Short Film Festival (ASFF)** will invite audiences to journey across the historic city of York as it plays host to over 300 independent films in 18 unique city venues, each transformed through cinema.

The seventh edition of the festival, **taking place between 8-12 November**, attracts the most passionate and creative of the film world, bringing together industry leaders, filmmakers and practitioners shaping the film world today. Thousands of visitors are expected to attend the event to be part of one of the **UK's premier short film festivals**.

Now running for five days, this year marks ASFF's most expansive festival to date, offering audiences with even more opportunities to explore visually arresting and conceptually captivating short films from over 40 countries worldwide.

The 2017 Official Selection has been specially curated by renowned institutions, each harnessing their diverse industry skills to create a unique programme reflective of the unprecedented potential and visual innovation of independent film. Audiences can enjoy **inspiring works from the next generation of filmmakers**, spanning across 12 categories including, advertising, animation, artists' film, comedy, dance, documentary, drama, experimental, fashion, family friendly, music video and thriller.

Expect to see great performances from some of the best-loved film and TV stars, such as BAFTA winners **Martin Freeman (*Sherlock*)** and **Imelda Staunton (*Harry Potter franchise*)**, BAFTA-nominee **Idris Elba (*Luther*)** and HBO's favourite anti-hero **Nikolaj Coster-Waldau (*Game of Thrones*)**.

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Every film in the Official Selection will be eligible to take home the award for best film within its genre category. Winners from each will also be nominated for the prestigious **ASFF 2017 Festival Winner** award with the chance to receive £1,000 in prize money. There will also be an opportunity to rediscover last year's Official Selection winners, including 2016's Festival Winner.

Regarded as a creative hub for the avant-garde, **ASFF holds talent development at its core**, providing attendees with many unique chances to feel inspired by immersing themselves into the world of cinema, networking with industry professionals and discovering new opportunities with likeminded individuals.

Masterclasses will unite key industry figures located across the UK and beyond, discussing current trends aimed at enhancing the audience's understanding of the various processes and practises used by many practitioners. Audiences can equip themselves with expert advice from industry professionals including, award-winning writer, performer and director **Andi Osho** (*Psychoville, Mock The Week*), whose career both in front and behind the camera spaces twenty years, **Anne Edyvean**, **head of the BBC Writersroom**, who will provide an insight into screenwriting, and **Nicolas Chaudeurge** (*Still Alice, Black Mirror*), an expert in the field of editing, offering insight into his role whilst commenting on the importance of collaborative relationships.

Representatives from leading film institutions will also be in attendance, including George Lucas' motion picture and visual effects company **Industrial Light & Magic**, UK based organisation **Association of Camera Operators (ACO)**, the prestigious **Royal Academy of Dramatic Art (RADA)** and the award-winning studio **Seed Animation**.

Cherie Federico, Director of ASFF says: "The festival is well known for its aim to expand and engage audience's perceptions of independent storytelling. Film fans and filmmakers alike, are invited to connect with some of the most creative and influential industry personalities of today. By hosting over 80 industry sessions and special events with established practitioners, ASFF provides an informal setting for festival goers to speak directly to experienced professionals to promote work, expand their contact lists, discuss potential future collaborations or develop their skillset."

For younger viewers (and those young at heart), **Family Friendly Screenings will be returning this year**, delighting audiences with visually stunning and uplifting collections of animated and live action works. Suitable for children aged 4-12 years old, these specially tailored screenings present ASFF's younger viewers with a chance to ignite their creativity and the freedom to unlock their imaginations. In addition, **Cinema Bambino will be running for a second year**, curated for parents or carers of children aged 0-2 years old, enabling them to experience the festival at relaxed new-born friendly environments across the city.

Audiences can shape their festival experience according to their own preferences, choosing from **Single Screening Passes** to catch a short snippet of what's on offer this year, to **Unlimited Five Day Passes** enabling festival goers access to all film screenings for the entirety of the event. **Tickets for Masterclasses, Special Events and Networking Sessions** are available to purchase online. Concessions are also available for Students (with ID), Seniors (60+), Children (14 & under) and Families (2 adults + 2 children).

Screening Passes and Tickets can be booked online and collected from 7 November at the ASFF Hub, Visit York, 1 Museum Street, York, YO1 7DT.

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Join the conversation using #ASFF2017 and follow ASFF on:

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- **View the Official 2017 Programme:** <http://aestheti.cc/vy5qp>
- **Share the Official 2017 Festival Trailer:** <https://vimeo.com/233845798>

Notes to Editors

1. **ASFF 2017 takes place from the 8-12 of November** in York, UK: www.asff.co.uk
2. **Screening Passes and Tickets** can be purchased online: www.asff.co.uk/tickets
3. **Download Press Images:** <http://aestheti.cc/meu3a>
4. Screening Passes will also permit access to Showcase Screenings.
5. **ASFF genres include:** advertising, animation, comedy, dance, documentary, drama, experimental, fashion, music video and thriller.
6. Each screening will last approx. 1-2 hours.
7. **All films are in competition for the following awards:** Best of Category, People's Choice, Festival Winner, Northern Film School Award for Best Screenplay
www.asff.co.uk/awards
8. **Cinema Bambino Screenings** can be identified with the pushchair symbol in the ASFF Official 2017 programme. Screenings are designed with parents and carers in mind, with films rated up to a 15.
9. **The ASFF 2017 Jury include;** Adam Gee (Little Dot Studios), Andrew Fryer (Leeds Beckett University), Christine Morrow (Northern Ireland Screen), Gisli Snaer (London Film School), Isabelle Croissant (HOME), Lydia Beilby (Edinburgh International Film Festival), Matimba Kabalika (BFI NET.WORK), Philip Ilson (London Short Film Festival), Philip Sindall (Association of Camera Operators), Robbie Gibbon (Editor), Sarah Ahern (ADIFF) and Stephen Whelan (Pulse Films).
10. **ASFF sponsors and partners include;** Aesthetica, Barley Hall, Belfrey Hall, Bootham School York, British Film Institute, City of York Council, City Screen Picturehouse, Creative England, Creative Scotland, Explore York, Falmouth University, Ffilm Cymru Wales, Firefly, Friargate Theatre, Grand Central Rail, Hereford College of Arts, Hilton York, Holiday Inn, King's Manor, Leeds Beckett University, London College of Fashion, London Film School, Make It York, Marriott York, Middlesex University London, NAHEMI, The National Centre for Early Music, Northern Film School, Northern Ireland Screen, Park Inn York, Plymouth College of Art, RADA, Random Acts, Riding Lights Theatre Company, Safestay, Scottish Film Talent Network, The Smalls, Thirteen Thirty One, University of Lincoln, Visit York, York Conferences, York Explore, York Means Business, York Museums Trust, York Theatre Royal, York St John University, York Theatre Royal. See all supporters: www.asff.co.uk/partners
11. **Aesthetica**, one of the leading arts and culture publications produces ASFF. Showcasing some of the most important artists from around the world at work today, the bi-monthly publication includes in-depth coverage of new artists and exhibitions, photography, film and performance. www.aestheticamagazine.com

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