

Opening Night of ASFF 2017 Gives Guests a Taste of this Year's Festival



The 7th edition of the BAFTA-Recognised Aesthetica Short Film Festival (ASFF) looks set to be the best to date. Last night saw the curtain raised on the vibrant event at York's riverside arthouse cinema and live performance venue, City Screen. The ASFF Opening Night **marks the beginning of five days of transformation** in which the city comes alive with film, discussion, creativity and inspiration.

Always an inspiring event, the Opening Night was an evening filled with excitement, wine and canapés. Guests got their **first taste of festival atmosphere**, watching a compelling collection of films from this year's Official Selection, specially curated by Aesthetica's Director, Cherie Federico.

At the after-party, held at City Screen's Basement, guests mingled with industry professionals, filmmakers and film enthusiasts, immersing themselves in the spirit of ASFF. Much like festival itself, the Opening Night event was relaxing, friendly and intimate, whilst also conveying the intimidating **wealth of possibilities** available in the short film community worldwide.

With over 300 innovative films screening across 18 iconic venues, the festival presents a **dynamic array of short films from across the world**, spanning across 12 genres including; animation, artists' film, comedy, dance, drama, documentary, experimental, family friendly, fashion film, music video, thriller,

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Across the week, representatives from the UK film industry including; **London College of Fashion, BBC Writersroom, London Film School, BFI NETWORK, RADA, London Short Film Festival** and more, come to share their insights through the Masterclass programme. Visitors from across the globe, local residents, students, filmmakers, actors, producers and directors all work to turn the city into one large celebration of short independent film. With each venue within walking distance of one another and the majority of the city's attractions contained within the walls, **York bustles with film activity**, becoming a flagship for creativity throughout the week.

Festival-goers can view the collection of last night's films, at ASFF's Opening Night Repeat Screening event. The presentation is a great introduction to ASFF for first-time festival visitors and a chance to see in one screening the breadth of films on offer at this year's event.

Repeat Screening: Friday 10 November, 10:30-11:30, York Theatre Royal.

After a brilliant night filled with much discussion and imagination, the Opening Night has left guests with great anticipation for the festival ahead and signals a high-energy start to a dynamic week.

Screening Passes and Tickets can be purchased at the Festival Hub, 9:00-17:00, each day.

Notes to Editors

1. **ASFF 2017 takes place from the 8-12 of November** in York, UK: www.asff.co.uk
2. **ASFF Hub:** Visit York, 1 Museum Street, York, YO1 7DT
3. **Download Press Images:** <http://aestheti.cc/meu3a>
4. **View the Official 2017 Programme:** <http://aestheti.cc/vy5qp>
5. **Share the Official 2017 Festival Trailer:** <http://aestheti.cc.g8nfi>
6. **ASFF genres include:** advertising, animation, comedy, dance, documentary, drama, experimental, fashion, music video and thriller.
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. **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 Ison (London Short Film Festival), Philip Sindall (Association of Camera Operators), Robbie Gibbon (Editor), Sarah Ahern (ADIFF) and Stephen Whelan (Pulse Films).
9. **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,

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York Means Business, York Museums Trust, York Theatre Royal, York St John University, York Theatre Royal. See all supporters: www.asff.co.uk/partners

10. **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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