

DIGITAL INNOVATION: NEW WAYS TO EXPERIENCE CINEMA



(Left to Right) 1. Still from *First Steps*. Part of the VR Screenings at ASFF 2020. 2. Still from *Dysplo*. Part of the VR Screenings at ASFF 2020. 3. Still from *Connives*. Part of the VR Screenings at ASFF 2020.

ASFF is one of the leading voices championing Virtual Reality and immersive filmmaking. This year, as part of the festival's virtual programme, the festival revives its collaboration with the Screen School VR Lab from 3-8 November, in partnership with London College of Communication. Panels and 360 Films are available On Demand platform until 30 November.

Alongside the craft of VR filmmaking, the ethics and moral implications of its groundbreaking capabilities must also be taken into consideration. *Morality and Ethics in Constructed Environments* (Wednesday 4 November, 15.30) delves into these very arguments and raises important questions and suggestions around the immersive intentions of the worlds being built via VR. In a similar vein, *VR for Change: Beyond Entertainment* (Tuesday 3 November, 15.30) weighs up the advantages of virtual reality in fields like medicine and education versus the invasive uses that it serves for surveillance and government gain.

Writing stories for VR requires a new set of skills that allow audiences to experience worlds and character arcs in real time and even control the outcome of the journey that they see through their headsets. *Immersive Narratives: Adapting Linear Storytelling* (Sunday 8 November, 10.00) and in turn *Immersive Sound: Interpreting Virtual Worlds* (Friday 6 November, 15.30) lay bare the challenges that arise with working in this new realm of filmmaking, but also present the new, captivating opportunities that come with it.

With a dedicated, ongoing spotlight on 360° filmmaking, ASFF will offer festival visitors the chance to experience a carefully curated selection of short films from their own homes, with cardboard headsets available for purchase from the ASFF tickets page. If you are an emerging 360° filmmaker, The Screen School VR Lab has you covered from the ground up, starting with *360° Filmmaking: The Fundamentals* (Thursday 5 November, 15.30), a panel that teaches attendees how to search for a good story and then use technology to turn it into an immersive visual experience. Those slanting towards non-fiction 360° filmmaking can attend *Breaking Boundaries: Documentary in 360°* (Saturday 7 November, 15.30), a targeted panel about factual storytelling aimed at challenging viewers perceptions of the broader world.

In the 360° film programme – released daily from 3-8 November then on-demand until 30 November – step directly into one of Manet's most famous paintings, learn from one of the families affected by the Chernobyl disaster, see first-hand the restrictions opposed upon black people as they go about their daily lives in America, and break bread in a Cleveland refugee community. Take your viewing experience to the next level.

Notes for Editors:



For press information please contact **Kate Simpson, Assistant Editor**, kate@aestheticamagazine.com
Images are available to download here: asff.co.uk/press.

- **About the Festival:** The Aesthetica Short Film Festival is one of the UK's leading film events founded in 2010. It is a unique gathering point for filmmakers, industry delegates and audiences. This year, ASFF marks its 10th Anniversary Edition with an extended six-day festival, running virtually from 3-8 November, in association with Film Chief. All content, including all films and events, are available On Demand until 30 November.
- **The Film Programme:** This year's festival features over 300 works in the Official Selection across 12 short film genres. ASFF presents an extensive and diverse programme, with works participating from around the world. This year's Official selection will be released as part of six daily curated strands from 3-8 November, titled *Just Another Day on Earth*; *Humans and their Environment*; *Connections: People, Places and Identity*; *Breaking Down Barriers*; *Reclaiming Space: Universal and Personal Narratives*; and *Keep on the Sunny Side of Life*.
- **Guest Programmes and Showcase Screenings:** This year's extensive Guest Programmes include specially curated screenings from 13 organisations. Key topics and themes include *Defining Gay Cinema*, *Tales from Isolation*, *Documenting Modern Britain*, *Indigenous Cinema*, *I Still Can't Breathe* and *The Future of AI*. Showcase Screenings offer films from 9 of the UK's leading institutions including London College of Communication, London College of Fashion, Arts University Bournemouth, Regent's University London, University of York, York St John University, University of Lincoln, Falmouth School of Film and Television and Ravensbourne University.
- **Live Industry Events:** ASFF boasts one of the biggest and most exciting industry programmes in the UK, with over 100 masterclasses, spotlights, panel discussions, networking opportunities and pitching sessions. Key speakers include Andrea Arnold (*American Honey*), Sarah Gavron (*Suffragette*), Sam Feder (*Disclosure*) and Paul Franklin (*Inception*), as well as delegates from BBC, Film 4, Industrial Light & Magic, Dazed, Compulsory, Nowness, Framestore, Birds Eye View, Storyville, Short of the Week, Potboiler Productions and more.
- **Industry Marketplace:** A virtual meeting place with over 40 exhibitors including distributors, film festivals, universities and more. Access is open to all pass-holders. asff.co.uk/industry-marketplace.
- **Tickets, Events & Passes:** Unlimited Screening Passes, Week Passes, 24-Hour Passes and Film Only Passes are available. Prices start from £25 and cover an entire household. To book your ticket, visit asff.co.uk/tickets.
- **Press Credentials:** ASFF offers journalists an unparalleled opportunity to immerse in a cinematic playground for the duration of the festival, taking advantage of our both live and on demand events. To register for accreditation visit: asff.co.uk/press or email kate@aestheticamagazine.com.
- **The Aesthetica Short Film Festival is produced by Aesthetica Magazine**, one of the UK's leading publications for contemporary art and culture. aestheticamagazine.com.
- **Connect with ASFF on social media:**
[Twitter @asffest](https://twitter.com/asffest) | [Facebook @aestheticashortfilmfest](https://facebook.com/aestheticashortfilmfest) | [Instagram @asffestival](https://instagram.com/asffestival)

