

FILM CURATION AT ASFF: WHEN LIFE GIVES YOU LEMONS



As part of this year's curatorial programming, we preview **Strand 3: *When Life Gives You Lemons, Make Lemonade*** – films that look at the brighter side of life.

Hope, life, trouble, optimism, positivity, difficulty, motivation. These words define the ups and downs of life. The glass is half full. This selection of films takes a lighter look at life and reminds us of all the joy and beauty that surround us. It reminds us to stop, slow down and look around in order to embrace the here and the now. Spanning nine film programmes that take in a multitude of genres, from fashion to family-friendly, from animation to advertising, these films inspire, unite, and join as we take a moment to admire the power and resilience of the everyday person.

Comedy features prominently in *When Life Gives You Lemons, Make Lemonade*. *The Biz* is a selection of six shorts that look at the realities of a life in showbiz, like *Lightning Tests*, about a struggling actor, or *Selling Out*, written by and starring Lucy Scott-Smith. In the second reel, *Notes of Discordance*, the chosen shorts set out to explore the point at where humour is to be found in conflict. In animated reel *Happiness Is Always Your Own*, audiences will be served up six shorts that examine perception and introspection. Hailing from the UK, USA, Ireland and Switzerland, these range from a charming adaptation of *The Owl and the Pussycat* to *The Edge*, a tale that calls into question the very parameters of our own realities.

Drama is ably represented in *Searching for Hope*, a sextet of shorts that asks, in this most turbulent of decades, what does the light at the end of the tunnel look like? In films like *Hope* and *You Promise?*, audiences will meet characters on personal journeys that seek out hope and a better life. Snapshots of the world around us also play a prominent part in *Pillars of Community*. This documentary reel demonstrates the importance of community, whether in a Bingo Hall in London, a printing press in Sierra Leone, or even on the banks of the River Severn.

Two documentary features also take centre stage in this strand. *Bank Job*, by artist/filmmaking team Dan Edelstyn and Hilary Powell, questions money, the economy and a system that has left millions impoverished.



Meanwhile, Alex Wroten's 23rd *Century Giants: The Story of Renaldo & The Loaf* examines the surreal soundscapes of the eponymous English musical duo – David Janssen and Brian Poole.

In venue, strands are screened across a variety of days, whilst virtually, they will be released daily, 2-7 November.

Notes for Editors:

For press information please contact **Kate Simpson, Associate Editor**, kate@aestheticamagazine.com, or visit: 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 11th edition with an extended six-day festival, that runs in-person, online and hybrid, in York from 2-7 November, and virtually 2-30 November.
 - **The Film Programme:** This year's festival features over 300 works across short and feature film, virtual reality and immersive experiences. ASFF presents an extensive programme, with works participating from around the world. This year's Official selection will be organised as part of six curated strands, titled *How it Was*, *How it is*, *How it Will be*; *Humanity on the Edge*; *When Life Gives You Lemons, Make Lemonade*; *Pleased to Meet You*; *Mirror*, *Mirror*; and *Nobody's Free Until Everybody's Free*.
 - **Guest Programmes:** This year's Guest Programmes span vast distances, with focuses including South Africa, Indonesia, Iraq, Afghanistan and China, from T A P E's centring of female filmmakers of Islamic heritage, to We Are Parable's celebrations of Black filmmaking. Docs Ireland demonstrates how a divided past continues to shape Northern Irish culture, whilst Directors Notes offers a provocative take on identity politics, and ASFF screens a three-part programme commemorating 9/11.
 - **New Wave:** ASFF is the only festival in the UK that offers a dedicated strand celebrating graduate filmmakers. This is your chance to see work by fresh talent and to meet the visionaries who will shape the future of film.
 - **Live Industry Events:** Every year, we welcome industry leaders from a range of disciplines to speak about their craft. This year, we welcome acclaimed editors, directors and actors such as **Sally Potter**, **Nicolas Chaudeurge**, **Maxine Peake**, **Gamba Cole** and **Francis Lee** as well as leading practitioners across more than 50 masterclasses.
 - **Industry Marketplace:** Returning to ASFF for the third year, the Industry Marketplace finds a new home in both a live and virtual space, welcoming more than 40 exhibitors from leading exhibitors, including production services, film festivals, screen agencies and renowned universities. A unique platform in the UK, the Industry Marketplace offers a vital platform for practitioners to make connections and uncover opportunities. asff.co.uk/industry-marketplace.
 - **Tickets, Events & Passes:** In-Person, Hybrid and Virtual Passes are available. Prices start from £25 and cover an entire household if attending virtually. 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 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:** [Twitter @asffest](https://twitter.com/asffest) | [Facebook @aestheticashortfilmfest](https://facebook.com/aestheticashortfilmfest) | [Instagram @asffestival](https://instagram.com/asffestival)
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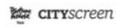


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