

MARCH 14 – 24, 2013
CAAMFEST
FILM. MUSIC. FOOD.

**CAAMFest New Directions:
Curated Experiences in Music and Food**

SAN FRANCISCO, Feb. 13, 2013 – Celebrating the best in music and food -- sometimes both together, CAAMFest's New Directions brings the best of sights, sounds and tastes to Bay Area audiences. From the South Asian mash-up of food and live music at the Launch to the interactive CAAM Salons, New Directions is an integral part of CAAMFest.

NEW DIRECTIONS LAUNCH

In collaboration with the Asian Art Museum, CAAM is pleased to present its New Directions Launch with the West Coast premiere of the film *DOSA HUNT*, a short set by Indian Bastards from Hell (featuring members of Das Racist), a curated menu by Café Asia and local food trucks. *DOSA HUNT*, the brainchild of Stereogum.com's Amrit Singh, assembles a who's who of New York's brown musical cognoscenti (Singh, pianist Vijay Iyer, and members of Das Racist, Vampire Weekend, Yeasayer and Neon Indian) to roam the streets of New York City in search of the city's best dosa. Singh will be available for a Q&A following the screening. With expanded ventures in music and food, New Directions taps into CAAM's adventurous spirit to bring this unique approach to the way we experience media.

DIRECTIONS IN SOUND

Directions In Sound is CAAMFest's premier music event featuring pioneers and up-and-coming Asian American artists from the Bay Area and beyond. This year is no exception, with Cambodian pop-inspired Dengue Fever, San Francisco native Jhameel and DJ-extraordinaire Vinroc. Directions In Sound will be at the Rickshaw Stop in San Francisco on March 23 at 9:30 PM.

CAAM SALONS

Featuring musicians and chefs in symposium-style panels, CAAM Salons are some of the most dynamic events at CAAMFest. This year, San Francisco's own chai wallah, Paawan Kothari of The Chai Cart joins moderator Thy Tran in *MIXING MASALA*, where audience members will learn about the differences between a dry and wet masala and easy ways of adapting traditional techniques for any kitchen. Thy Tran also moderates *(BITTER)SWEET: THE ART OF TASTING*, a panel that includes Wendy Lieu of Socola and Lisa Murphy of Sosu. The *Groove Salon* brings Vinroc together with local festival favorite Goh Nakamura; both are innovative musicians that challenge the boundaries of their particular sound. During the salon, they will play samples of their work, speak about their experiences as musicians, and give the attendees a taste of the creative process.

ASIAN CHOPS: PBS FOOD SHOW

Join CAAM, KQED, and filmmaker Grace Lee for a unique food conference announcing a new national production for PBS. Meet the production team and some leading San Francisco Bay Area culinary voices as we introduce one of the most exciting Asian American television projects in years.

STORIES TO LIGHT

A 145 NINTH STREET, SUITE 350, SAN FRANCISCO, CA 94103-2641 T 415 863 0814 F 415 863 7428 W WWW.CAAMEDIA.ORG

MUSIC FILMS

Music plays a big role in many CAAMFest films, whether they are international or from the US. New Directions features the follow-up to director/writer/producer Baek Seung-hwa's award-winning 2009 documentary, *TURN IT UP TO 11 2: WILD DAYS*. Following South Korean band Galaxy Express on their boisterous adventure across Texas, Baek captures the indie band's experience of America. The band travels in a mobile home, eats authentic American food and shares their love and craft of the universal language known as music. Other films throughout the festival focus on music and musicians, like Pacific Showcase film *LET'S PLAY MUSIC! SLACK KEY WITH CYRIL PAHINUI AND FRIENDS*, Asian American documentary *HARANA* and Taiwanese feature *TOUCH OF THE LIGHT*.

CAAMFEST GRATEFULLY ACKNOWLEDGES ITS SUPPORTERS

CAAMFest is supported in part by the following: Comcast, Asian Art Museum, B'stro, Pacific Islanders in Communications, Eagle Press, FilmFest, Gala Festival Engine, Southwest Airlines, The William and Flora Hewlett Foundation, San Francisco Grants for the Arts/Hotel Tax Fund, National Endowment for the Arts, San Francisco Foundation and Cal Humanities. CAAM is supported with major funding from the Corporation for Public Broadcasting.

GENERAL FESTIVAL INFORMATION

CAAMFest is a presentation of the Center for Asian American Media. CAAMFest, formerly the San Francisco International Asian American Film Festival (SFIAAFF), is a celebration of film, music, food and digital media from the world's most innovative Asian and Asian American artists. CAAMFest takes place March 14-24, 2013 in the Bay Area. San Francisco venues include: Castro Theatre, 429 Castro Street; Sundance Kabuki Cinemas, 1881 Post Street; New People Cinema, 1746 Post Street; Great Star Theater, 636 Jackson Street; Asian Art Museum, 200 Larkin Street; Hotel Kabuki, 1625 Post Street; Rickshaw Stop, 155 Fell Street; Slate Bar, 2925 16th Street; and Superfrog Gallery at New People, 1746 Post Street. Berkeley venues include: Pacific Film Archive Theater, 2575 Bancroft Way. Oakland venues include: Oakland Museum of California, 1000 Oak Street.

FESTIVAL TICKET INFORMATION

Excluding special events, panels, galas and special screenings, advanced general admission tickets are \$12. Students, seniors (65+) and disabled adults are \$11 (Limit 1 per program with ID only). Tickets for Center for Asian American Media members are \$10 (Limit 2 per program per ID). There is a \$1.50 service charge for all tickets purchased online. Tickets go on sale to CAAM members only on Wednesday, February 13, 2013 (online only) and open to the general public beginning Sunday, February 17, 2013 (online only). Tickets can be purchased in person at our CAAMFest box office at Sundance Kabuki Cinemas starting Thursday, February 28, 2013.

About CAAM:

CAAM (Center for Asian American Media) is a non-profit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. CAAM does this by funding, producing, distributing and exhibiting works in film, television and digital media. For more information on CAAM, please visit www.caamedia.org.

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