

PRESENTED BY THE CENTER FOR ASIAN AMERICAN MEDIA

CAAMFEST 35

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Music and Film Take the Stage at CAAM's Directions in Sound

CAAMFest pairs music performance and film for intensely satisfying results

SAN FRANCISCO, Feb. 9, 2017 – Crowd favorite Directions in Sound is the Festival's premier Asian and Asian American music gathering of emerging and cutting-edge artists, accompanied by a stellar mix of musically-minded films. [CAAMFest 2017](#) turns the volume up on both the stage and the screen, showcasing an impressive lineup of performances and programs.

[DIRECTIONS IN SOUND W/ KOLLABORATION SF](#): This year at the Mission district's [Gray Area](#), CAAM and [Kollaboration SF](#) team-up to present a live-performance playlist of artists that hit all the right notes.

FEATURED ARTISTS:

- [DANakaDAN](#) is an alternative rap artist from Los Angeles. He's currently at work on a second full-length album, due out spring 2017, which will be a mix of rock, electronic and hip-hop. As a Korean adoptee he's worked on content, music and film that deals with Asian adoptee and identity issues.
- [Satica](#) (April Nhem) is a Cambodian American singer/songwriter based in Long Beach. With a diverse sound inspired by musical acts like Bon Iver, The Weeknd and Frank Ocean, Satica's soothing voice and lyrics melt gently into the ears and souls of music fans worldwide.
- [Traktivist](#) Richie Menchavez wears multiple hats as both a DJ and the creator and founder of TRAKTIVIST, the premiere platform to discover, promote and archive music made by Asian Americans.
- [Eko Zu](#) is a musical trio of the melody weaver Zu'ri, nimble songstress Zu'CH3N and frequency shaper Zu'Ian. Discovered on Eko Isle, a little-known deserted island in the Mariana Archipelago, they are the only known example of animal-human hybrid evolution.
- [QSTN](#) (pronounced QUESTION) has been spinning hip-hop, funk, soul and jazz breaks for over a decade. His production style is a mixture of obscure samples, heavy beats and live orchestration.

DIRECTIONS IN SOUND FILMS: In addition to CAAMFest's live, musically-charged event, CAAM

carries sound to screen with three Directions in Sound films.

- **BAD RAP**, by [Salima Koroma](#), follows Asian American rappers [Awkwafina](#), [Dumbfounded](#), [Rekstizzy](#) and [Lyrics](#) as they break ethnic and music-industry stereotypes. Features live performances from the film's highlighted artists in partnership with [Jewish Community Center of San Francisco](#).
- **IN SEARCH OF PERFECT CONSONANCE**, by [Ruby Yang](#), takes a journey across Asia with hopeful young musicians, illustrating their passion and dedication. Features a live performance at Jewish Community Center of San Francisco.
- **UNTITLED THAO NGUYEN DOCUMENTARY**, by [Todd Stan Krolczyk](#), follows SF-based indie singer-songwriter [Thao Nguyen](#) on her travels to Vietnam to reconnect with family and culture.

TICKETING INFORMATION:

Ticket prices for regular screenings range from \$12-\$14, excluding special events and galas. Tickets can be purchased by CAAM Members online beginning February 9 and open to the general public on February 13. All attendees can purchase tickets at the CAAMFest box office at the Alamo Drafthouse beginning March 3. Learn about member pricing, discounts and more on the [Box Office & Ticketing Information webpage](#).

Purchase tickets and learn more at www.caamedia.org

About CAAMFest:

CAAMFest, formerly the San Francisco International Asian American Film Festival (SFIAAFF), celebrates its 35th year, March 9-19, 2017 in the Bay Area. CAAMFest showcases film, music, food and digital media from the world's most innovative Asian and Asian American artists.

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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