

CENTER FOR ASIAN AMERICAN MEDIA PRESENTS
CAAMFEST 36

CAAMFest36 Celebrates the Culture of Food in its Programming

Festival features tasting events with Chef Tu David Phu and China Live's Chef George Chen

San Francisco, CA - The [Center for Asian American Media](#) embraces "Culture, In Every Sense" during their annual festival showcase, [CAAMFest](#) this year. CAAMFest36, the 36th reiteration of the festival, incorporates the senses of sight, smell, taste and the universal culture of food across its programming slate with food-centric films, tasting events, and food trucks.

Several films at CAAMFest36 will be accompanied by small bites at festival. At the 15th anniversary screening of the "ultimate home made movie" [LUMPIA](#), directed by Patricio Ginelsa Jr., your ticket comes with the deep-fried Filipino snack of the same name. The screening takes place at the [Roxie Theater](#) on Saturday, May 19, at 9:50pm and also provides a first look at the trailer for its sequel, [LUMPIA 2](#).

The [OPENING NIGHT GALA](#) after the screening of [AN AMERICAN STORY: NORMAN MINETA AND HIS LEGACY](#) provides eats from local purveyors such as [Boba Guys](#), [Sol Food](#), [Alchemy SF](#), [Hodo Soy](#), [Lee's Deli](#), [Socola Chocolatier](#), and [Magnolia Ice Cream](#).

Expanded programming for its move to the month of May also allows CAAMFest to bring together even more food events. The [FIRST KITCHEN](#) premiere screening event of the series' first episode, [BLOODLINE](#), features [Chef Tu David Phu](#) (who also co-produces the film) and is directed by CAAMFest alum James Q. Chan. The event, held at [Black Cat](#) on Sunday, May 20 at 5:00pm, also includes a tasting menu curated by Chef Phu and [Black Cat](#).

In celebration of CAAMFest36 [Spotlight](#) honoree Pei-Pei Cheng, Bay Area Chef George Chen will be creating a custom selection of eats at [CAAMFEAST: A CONVERSATION WITH PEI-PEI CHENG](#). This event is held at Chen's Chinese food and retail emporium, [China Live](#), on Monday, May 14 at 7:00pm.

Limited seating is available for both the [FIRST KITCHEN](#) premiere event and [CAAMFEAST](#) event. Tickets are \$70 for CAAM members and \$80 for general public. They may be purchased online at <http://www.caamfest.com> or at the box office.

More food-centric films are also included at CAAMFest36. The screening of [JIMAMI TOFU](#), directed by [Jason Chan](#) (of [Power Rangers](#) fame) and Christian Lee, on Friday, May 11 at the New People Cinema at 5:30pm and Saturday, May 12, at the AMC Kabuki 8 at 12:30pm, includes a scheduled performance by Okinawan-style dancers. As a discovery tale about two chefs scathed by love, the film also immerses audiences into the food cultures of Japan and Singapore.

[ULAM: MAIN DISH](#), directed by Alexandra Cuervo, explores the rise of Filipino cuisine with award-winning chefs such as Alvin Cailan ([Eggslut](#)), Charles Olalia ([Ricebar](#)), and Andre Guerrero ([The Oinkster](#), [Maximiliano](#), [The Little Bear](#)). It screens Friday, May 11 at the [AMC Kabuki 8](#) at 7:45pm.

In addition to film screenings, other events at CAAMFest36 incorporate a food element too. “There are so many ways that food spans culturally throughout our lives,” says Festival Director Masashi Niwano, “and we wanted to follow that same notion at CAAMFest sharing it throughout our programming.”

[HERITAGE SF](#), a new music festival at CAAMFest, incorporates a culinary selection of food trucks. Held at [The Midway](#) in the Dogpatch area of San Francisco, this free music festival showcases performances by Malaysian singer-songwriter [YUNA](#) and Bay Area native [P-Lo](#). It is held on Saturday, May 19, at 4:00pm.

As part of [Friday Nights](#), CAAMFest partners with the [Oakland Museum of California](#) to bring [Off the Grid](#) food trucks. A variety of food trucks in accompaniment to live music highlight a family-friendly night at the museum. This particular [Friday Night](#) event takes place Friday, May 18, at 5:00pm. Museum admission is free for those under 18 and half-price for adults.

For more information and to purchase tickets to CAAMFest36, please visit <http://www.caamfest.com>.

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About CAAMFest:

CAAMFest, formerly the San Francisco International Asian American Film Festival (SFIAAFF), celebrates the world’s largest showcase for new Asian American and Asian film, food, and music programs. Annually presenting over 120 works in the Bay Area, CAAMFest presents its 36th year from May 10-24, 2018. For more information, please visit <http://www.caamfest.com>.

About CAAM:

CAAM (Center for Asian American Media) is a nonprofit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible by funding, producing, distributing and exhibiting works in film, television and digital media. For 38 years, CAAM has exposed audiences to new voices and communities, advancing our collective understanding of the American experience through programs specifically designed to engage the Asian American community and the public at large. For more information on CAAM, please visit <http://www.caamedia.org>.