

CENTER FOR ASIAN AMERICAN MEDIA PRESENTS
CAAMFEST 36

CAAMFest36 Presents Expanded Music and Live Performance Programming in conjunction with Heritage SF, a Free Music Event with YUNA and P-Lo
Other featured artists include Lyrics Born, Ruby Ibarra, and G Yamazawa

San Francisco, CA, April 11, 2018 - CAAMFest36, the annual festival presented by the Center for Asian American Media (CAAM), brings a full varied lineup of music, music film/video, and live performance programming while embracing its theme, "Culture, In Every Sense."

The Center for Asian American Media in collaboration with ISAtv, UNDISCOVERED SF, and Boba Guys presents Heritage SF, a free day of high-energy music, some of the Bay Area's top food trucks, retail booths, and an awards ceremony honoring key community leaders and organizations. Additionally, Directions in Sound, CAAMFest's premiere music showcase, returns with its debut in Oakland.

HERITAGE SF takes place at [The Midway](#) (900 Marin Street, SF, CA 94124) on Saturday, May 19, 2018 at 4:00pm. Heritage SF includes performances from the following featured musicians:

[YUNA](#), a singer-songwriter from Malaysia, broke into the Billboard Top 10 R&B Albums chart and was nominated as one of Rolling Stone's Best R&B Albums with her latest album, *Chapters*.

[P-Lo](#), a Filipino American rapper from the Bay Area, is also a member of The HBK Gang, an American hip hop record production collective.

DIRECTIONS IN SOUND: HIP-HOP takes place at the [Starline Social Club](#) (2236 Martin Luther King Jr Way, Oakland, CA 94612) on Friday, May 18, 2018 at 9:00pm. Directions in Sound includes performances from the following musicians:

[Lyrics Born](#), a Japanese American rapper and producer, is a Bay Area native with over 10 studio albums.

[Ruby Ibarra](#), a Bay Area native, is a lyricist and musician who hails from the Philippines. In 2016, she had three independent videos each gain over 1,000,000 views in less than a week.

[G Yamazawa](#), a Japanese American national poetry slam champion and rapper, has been featured on ABC, NBC, NPR, and PBS with notable performances at the Sundance Film Festival and the Pentagon.

Aside from musical performances, CAAMFest36's music and live performance programming also includes the **TOKYO BEATS** shorts program, live comedy from the first-ever (mostly) female Asian-American comedy troupe **DISORIENTED**, three interactive music-based panel discussions, a loose biographical narrative film from singer-songwriter Big Phony, and a dance film focused on the Bay Area's Filipino American community.

Ruby Ibarra makes her directorial debut with [NOTHING ON US: PINAYS RISING BEHIND THE SCENES](#), a documentary showcasing the global tropes of resistance and solidarity behind her music video, "Us," co-directed by Evelyn Obamos. CAAMFest's [ANATOMY OF A MUSIC VIDEO WITH RUBY IBARRA](#) on Sunday, May 20, 2018 at the Roxie Theater examines how she orchestrated this vision and worked through the logistical nightmare of corralling a crowdsourced all-Pinay cast.

Similarly, [ANATOMY OF A MUSIC VIDEO WITH WARREN FU](#) on Saturday, May 12, 2018 brings a look behind the camera with acclaimed music video director Warren Fu. A former art director at Lucasfilm, Fu will discuss the challenges of his work and give insight on working with the likes of Daft Punk, The Weeknd, Snoop Dogg, Pharrell, Mark Ronson, and A Tribe Called Quest.

Other events as part of CAAMFest36 include the following:

[DISORIENTED COMEDY SHOW](#) with [Jenny Yang](#), [D'Lo](#), and [Atsuko Okatsuka](#) features a (mostly) female comedy troupe who has performed more than 70 shows since 2012.

[FICTION AND OTHER REALITIES](#), directed by Bobby Choy (aka [Big Phony](#)), is a semi-biographical narrative about a struggling Korean American singer-songwriter that is suddenly given an opportunity to be a roadie in his friend's band.

[SHE, WHO CAN SEE](#), directed by Bay Area native [Alleluia Panis](#), encapsulates a love letter to the Bay Area Filipino American community with a part film screening, part live performance event.

[TOKYO BEATS](#) Short Program, directors Takeshi Tanaka, Takuya Matsumoto and Akira Boch, consists of three shorts illustrating the difficulties of making it big in Tokyo.

[ASIAN AMERICANS AND HIP-HOP PANEL](#) is a free panel co-curated by [Asian American Music Conference](#) and builds upon the [Oakland Museum of California](#)'s [RESPECT: Hip-Hop Style & Wisdom](#) exhibit that examines the Asian American community's deep connection with the genre.

For more information and to purchase tickets, 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>.