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CENTER FOR ASIAN AMERICAN MEDIA PRESENTS  
**CAAMFEST 36**



**CAAMFest36 Celebrates Historical Landmark of Over 20 Pilipino American Featured Films and Filmmakers**

**SAN FRANCISCO, CA** – The [Center for Asian American Media](#) (CAAM), founded in 1980, presents a whopping 20+ Pilipino and Pilipino American related films at CAAMFest36, its annual festival showcase.

A range of genres represented at the festival include narrative centerpiece film [BITTER MELON](#), directed by H.P. Mendoza (dark comedy), [ASWANG NEXT DOOR](#), directed by Bernard Badion (horror short), [MARVEL PRESENTS A NEW SUPERHERO... MODEL MINORITY](#) directed by Sean Dacanay and created by Joy Regullano (parody), [SHE, WHO CAN SEE](#), directed by Alleluia Panis and Wifred Galila (dance documentary), [UNLOVABLE](#), directed by Suzi Yoonessi and written by lead actress Charlene deGuzman (drama), [SAVING SALLY](#), directed by Avid Longren (animated fantasy), [SOAP & SHADOWS](#), directed by Donna Mae Foronda (animation), [HELLA STRANGERS](#), directed by Chelsea Chang (episodic), [LIMBOLAND](#), directed by Melanie Ramos (comedic short), [MAYBE](#) (dramatic short) and [GRANDMOTHER AND ME](#) (personal documentary short), both directed by Kathryn Cole, [AFTEREARTH](#), directed by Jess X. Snow (documentary short), and [COME AND TAKE IT](#), directed by PJ Raval and Ellen Spiro (historic event documentary short).

There is also a dedication to the historical contributions that Pilipino Americans have made in the hip hop music industry with films such as Marie Jamora's [FLIP THE RECORD](#), spotlighting the Daly City DJ scene in the 80s, and the behind-the-scenes documentary of [Ruby Ibarra](#)'s Pinay power anthem music video with emcees Rocky Rivera and Klassy titled [NOTHING ON US: PINAYS RISING](#), co-directed by Ibarra and Evelyn Obamos. In addition, Ibarra will be performing at CAAMFest's traditionally sold-out music event, [DIRECTIONS IN SOUND](#), on Friday, May 18th.

“CAAMFest has always been a sacred space, amplifying marginalized narratives to the forefront,” says filmmaker Evelyn Obamas. “As a Pinay, working with a Pinay, threading multi-dimensional experiences of Pinays, and now seeing over 200 Pinays on a big screen ... This is a movement.” The world premiere of [NOTHING ON US: PINAYS RISING](#) plays at the [ANATOMY OF A MUSIC VIDEO WITH RUBY IBARRA](#) event on Sunday, May 20th at the Roxie Theater.

Pilipino American filmmaker veterans, including Patricio Ginelsa Jr., director of [LUMPIA](#), also recognize how CAAMFest serves as an essential community hub. Ginelsa’s tagline “Filipino.American” arguably put Asian Americans on the map in the early 2000s and paved the way for other Asian American community filmmakers, including Justin Lin (director of BETTER LUCK TOMORROW, FAST AND THE FURIOUS: TOKYO DRIFT).

“When I think about it, I have such a long history with CAAM dating back to high school when they screened one of my school projects,” says Ginelsa. The biggest highlight of was THE DEBUT, a closing night film, says Ginelsa, but “CAAM would later screen maybe 3-4 of my music videos in future festivals.” This 15th anniversary screening of [LUMPIA](#) is actually Ginelsa’s first feature at CAAMFest. He also debuts the trailer for LUMPIA 2 proceeding the [LUMPIA](#) anniversary screening.

The festival also includes important cultural preservation pieces documenting the Filipino Food Movement, like [ULAM: MAIN DISH](#), directed by Alexandra Cuerdo. These projects run in conjunction with a lineup of events highlighting Filipino food pioneers co-organized by SOMA Pilipinas – the designated Filipino Cultural Heritage District of San Francisco.

Kristen Brillantes, co-founder of [The Sarap Shop](#) and one of the organizers of this event, expressed her experience working with CAAM, noting it as a “potent catalyst for growing and deepening our Pilipino American community ties, a core focus of our generation.” In tune with the festival’s theme this year of “Culture, In Every Sense,” Brillantes mentions, “You’ll be able to see, hear, feel, and taste the passion that went into creating this celebration.”

The community is invited to enjoy Filipino dishes in the heart of the SOMA Pilipinas Filipino Cultural Heritage District and meet the faces behind this year’s films elevating Filipino culture and narratives on this historical occasion. The organizers of the event ask that those interested in attending please [RSVP](#).

**Date:** Thursday, May 17th, 2018

**Location:** [SOMA StrEat Food Park, 428 11th St, San Francisco, CA 94103](#)

**Time:** 5:30PM - 8:00PM



This event is a collaboration between SOMA Pilipinas, UNDISCOVERED SF, and FASTER Filipino Americans in Silicon Valley Tech) that are represented by personnel from Salesforce's Filipino Ohana, Google, Pinterest Pilinos@, Facebook, Twitter, and Twilio. Find more information at <http://bit.ly/filcaam36>.

For more information on the festival or to buy tickets, please visit <http://www.caamfest.com>.

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#### **About SOMA Pilipinas:**

Officially recognized by the State of California in 2016, SOMA Pilipinas is a cultural heritage district more than a century in the making. Dedicated to cultural celebration, community development, and economic and social justice, SOMA Pilipinas is a multi-pronged, community-first effort to sustain and build Filipino life in San Francisco and beyond. By working to increase visibility, defend legacy institutions and residents, and develop initiatives to help the Filipino community flourish, SOMA Pilipinas endeavors to improve the living conditions of the entire community in the South of Market. For more information, please visit <http://www.somapilipinas.org>.

#### **About UNDISCOVERED SF:**

UNDISCOVERED SF is a non-profit venture designed to jump-start economic activity and public awareness of SOMA Pilipinas. UNDISCOVERED SF is part of a multi-prong strategy to build a thriving new commercial corridor in the SOMA Pilipinas cultural district by 2020. We envision incubating a batch of innovative retail concepts, award-winning restaurants, and neighborhood serving businesses that are culturally relevant, financially resilient, and adaptable to the market needs of all San Franciscans. For more information, please visit <http://www.undiscoveredsf.com>.

#### **About SOMA StrEat Food Park:**

The SoMa StrEat Food Park is a culinary carnival and urban playground with a rotating lineup of culinary curiosities that are sure to amaze, delight and astound. The park features food trucks, beer, wine, carnival games, wifi, TV screens, and heat lamps for the cold nights. Our park is fun for the whole family even the dog. For more information, please visit [www.somastreatfoodpark.com](http://www.somastreatfoodpark.com).

#### **About FASTER**

The mission of Filipino Americans in Silicon Valley Tech (FASTER), to be renamed Filipino Americans in Science, Technology, Engineering, Arts, Math, and Music - Silicon Valley (FASTER - Silicon Valley) is to create and cultivate a valuable movement of Filipino Americans in the Silicon Valley technology community across a wide range of professions (engineers, designers, managers, scientists, entrepreneurs, etc). In doing so, we strengthen professional ties and networks across the Bay Area and provide a foundation for Filipino American youth to build their careers in the technology industry. For more information, please visit <http://www.fastersv.org>.

**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. 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](http://www.caamedia.org).