

CENTER FOR ASIAN AMERICAN MEDIA PRESENTS

# CAAMFEST2014

MARCH 13-23 | CAAMEDIA.ORG

## ***DIRECTIONS IN SOUND and CAAMFeast Add New Sounds and Tastes to CAAMFest 2014***

**SAN FRANCISCO, Feb. 13, 2014** — Live musical performances, modern art and food-inspired films make up for an impressive lineup of events for this year's Directions in Sound and CAAMFeast programs. From an international showcase of artists from the Korean and Vietnam music scene to films of the culinary persuasion, there is something to satisfy all senses.

### **DIRECTIONS IN SOUND**

Directions in Sound is CAAMFest's premier Asian and Asian American music showcase featuring emerging and cutting-edge artists. To date, the festival has provided a platform for approximately 75 Asian and Asian American musicians and performers such as DJ Vinroc, Kero One, Silver Swans, Goh Nakamura, Dream Date, Nosaj Thing and The Bangerz.

CAAM recognizes the contributions of Asian American musicians and as such, music is a growing cornerstone of CAAMFest. As Asian American musicians are making their voices heard in today's national and global music scenes, a new crop of artists increases the visibility of Asian talent in popular culture and media. Crossover success of bands such as Far East Movement, Sam Tsui, David Choi, and Jake Shimabukuro are paving the way for a new generation of talent and challenge commonly held audience perceptions of Asian American musicians limiting them to classical and jazz conventions.

Increasingly, Asian American artists locked out of the cutthroat pop music industry have been turning to YouTube as a launching pad. This game changing strategy has made it possible for marginalized minority artists not embraced by commercial music labels to reach their core audiences, attract new listeners and expand their presence virally. For example, in 2012, the surprise breakout musical hit was Gangnam Style, a song that not only elevated South Korean rapper Psy to global-phenomenon status but also broke YouTube records by tallying over 500 million hits for its music video. American singing sensations like Grammy-winning artist Bruno Mars and American Idol runner-up Jessica Sanchez, who are both of Filipino ancestry, have demonstrated their undeniable prowess and star power.

Directions in Sound will bring together leading Asian American musicians and expose Bay Area audiences to innovative artists from the underground music scene, many of whom have built strong online followings and created new definitions of success. This year's program features hip-hop and rock beats from Korea, Vietnam and the Bay Area.

**KOREAN SHOWCASE:** The first of two Directions in Sound brings three acts with distinct styles from the Korean music scene: Love X Stereo, an alternative and electronic band, mixes the sounds of '90s pop punk and alternative with a synthesized beats; Glen Check adds their own twist to electronic sounds with inspiration from traditional Korean music as well as other cultures; and the whimsical and talented group Rock N' Roll Radio take the stage with a contemporary balance of strong vocals and elaborate instrumentals.

**HERE COMES TREBLE:** In our second Directions in Sound showcase *Here Comes Treble*, CAAMFest puts the ladies front and center in a show that celebrates females in hip hop, folk and soul. Making her U.S. debut is Suboi, dubbed Vietnam's "Queen of Hip Hop." Joining her is Bay Area native Rocky Rivera, of BeatRock, the contemporary jazz-meets-folk sounds of indie band, Cynthia Lin and the Blue Moon All-

Stars, and an all-female roster of turntablists including DJ Roza, DJ Umami and DJ ThatGirl.

### **SUPERAWESOME SALON**

Enjoy a night at the Oakland Museum of California with a sneak preview of the *Superawesome: Art and Giant Robot* exhibit, curated by Giant Robot's editor and publisher Eric Nakamura. CAAM and OMCA team up to offer an exciting evening with a special Asian-focused Off the Grid, live music, and a screening of Patrick Epino and Stephen Dypiangco's action-comedy AWESOME ASIAN BAD GUYS starring Tamlyn Tomita (TRUE BLOOD, KARATE KID PART II) and Dante Basco (THE LEGEND OF KORRA, HOOK).

### **CAAMFeast: Stories, Food and You**

Building on its second year of food programming, CAAMFeast presents a new program titled *CAAMFeast*, a fusion of food and film to illustrate Asian American storytelling at its best. CAAMFeast kicks off the festival with *CAAMFeast: Stories, Food and You*, an event that honors Asian American culinary achievement on Saturday, March 8, 2014, from 6-9pm at One Kearny Club, San Francisco.

This year's honorees are Chef Martin Yan (of PBS and M.Y. China restaurant) and Chocolatier Wendy Lieu (Socola Chocolates). Renowned broadcast journalist Lloyd LaCuesta will be the Master of Ceremonies for the evening. Attendees will have the opportunity to meet Chef Martin Yan, Chocolatier Wendy Lieu, Chef Roy Yamaguchi (Roy's Restaurants), and other special guests in an intimate setting. Guests will be treated to spectacular views of San Francisco at One Kearny Club, located on the top floor of One Kearny Building in the heart of San Francisco's financial district with 270 degree views of the cityscape.

"It's a great honor to be recognized by the Center for Asian American Media and to be a part of this special evening," says Martin Yan. "I've been a longtime supporter and admirer of their important work in public media. Because of their tireless effort, more and more people have come to learn and enjoy delicious Asian-American food. I am looking forward to this spectacular evening of food and stories, and to meeting again many special friends and community members."

This event promises to be an unforgettable evening of food tastings, CAAM-produced portraits of the featured chefs, demonstrations, and a live auction. Participants will be able to enjoy tastings from a dozen restaurants and drink sponsors including Roy's Restaurants, Live Sushi Bar, Socola Chocolates, Straits Restaurant and Sugar Bowl Bakery, among others. Chefs will also do live cooking demonstrations, provide chocolate and sake tastings, and tea pouring. In addition, a live auction will include Southwest travel packages to the Mandarin Oriental Hotels in Las Vegas and Miami, a dinner for 10 with Chef Martin Yan in his San Francisco restaurant, M.Y. China, and more.

CAAMFeast is annual fundraiser honoring the achievements of Asian American chefs and foodmakers on Saturday, March 8, 2014 from 6-9pm at One Kearny Club, San Francisco. All proceeds support CAAM's legacy and future as the nation's leading Asian American media arts organization committed to telling the stories of our communities. All donations are tax-deductible. For tickets and the latest information, please visit <http://caamedia.org/caamfeast>.

### **CAAMFeast Films**

CAAM is proud to mark the 20<sup>th</sup> anniversary of Ang Lee's Academy Award-nominated EAT DRINK MAN WOMAN, a story of master Chinese chef Mr. Chu, his three daughters and their Sunday night dinners. In JADOO, two brothers, both chefs, become embroiled in a two decade long rivalry over their cooking skills that they have to put aside in order to create one amazing Indian feast. Hawaii-based chef Alan Wong traces his Japanese culinary roots in Ty Sanga's FAMILY INGREDIENTS and the Taiwanese comedy ZONE PRO SITE: THE MOVEABLE FEAST finds an aspiring actress being pursued by loan sharks, resulting in her entering a catering competition.

## **SPONSORS**

CAAMFest is supported in part by the following: Xfinity, Asian Art Museum, Buick, Singapore Airlines, Asian Americans for Civil Rights & Equality (“AACRE”), AARP, Cooper White & Cooper, FilmFest, Gala Festival Engine, Pacific Islanders in Communications, Pacific Standard Print, Remy Martin, Southwest Airlines, Asian Cultural Council, National Endowment for the Arts, Grants for the Arts, and The William and Flora Hewlett Foundation. 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 13-23, 2014 in San Francisco, Oakland and Berkeley. 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; 111 Minna Gallery, 111 Minna Street; Pa’ina Lounge & Restaurant, 1865 Post Street; Brick & Mortar, 1710 Mission Street; Slate Bar, 2925 16<sup>th</sup> Street; Oakland venues include: The New Parkway Theater, 474 24<sup>th</sup> Street; Oakland Museum of California, 1000 Oak Street; Vessel Gallery, 471 25<sup>th</sup> Street; Berkeley venues include: Pacific Film Archive Theater, 2575 Bancroft Way.

## **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 Thursday, February 13, 2014 (online only) and open to the general public beginning Monday, February 17, 2014 (online only). Tickets can be purchased in person at our CAAMFest box office at Sundance Kabuki Cinemas starting Thursday, February 27, 2014.

CAAMFeast: Stories, Food and You

Tickets and Sponsorship:

\$175 General (Early Bird – available until February 12, 2014)

\$200 General

\$350 Reserved Seating

## **About CAAMFest:**

CAAMFest, formerly the San Francisco International Asian American Film Festival (SFIAAFF), takes place March 13-23, 2014 in the San Francisco Bay Area. CAAMFest is a celebration of 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](http://www.caamedia.org).

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