

CENTER FOR ASIAN AMERICAN MEDIA PRESENTS

# CAAMFEST2014

MARCH 13-23 | CAAMEDIA.ORG

## *CAAMFest 2014 Shines a Spotlight on Vietnamese and Vietnamese Americans*

**SAN FRANCISCO, Feb. 13, 2014** — The Center for Asian American Media (CAAM) is dedicated to showcasing talent among the wide array of Asians and Asian Americans in media: this year's festival features work from prominent Vietnamese and Vietnamese Americans. From a romantic comedy about a Vietnamese American fashion designer to a gripping documentary on finding home, to a female rapper making waves in the Vietnamese music scene, CAAMFest 2014 serves up an outstanding lineup of notable trailblazers.

### **A FASHIONABLE OPENING NIGHT**

CAAMFest 2014 opens with style with the North American premiere of the Vietnamese box office hit *HOW TO FIGHT IN SIX INCH HEELS*. Directed by Ham Tran (*JOURNEY FROM THE FALL*) and starring Bay Area native Kathy Uyen (*SUPERCAPITALIST*, *PASSPORT TO LOVE*), the delightful romantic comedy keeps in the spirit of fashion-savvy films like *THE DEVIL WEARS PRADA* to tell the story of Anne (Uyen), a high-strung New York-based fashion designer who flies to Vietnam after she finds out that her fiancé may be having an affair. Comedy ensues when she infiltrates Saigon's high fashion world.

When Uyen would go to auditions in America she was deemed "too Asian." When her career brought her to Vietnam, they would say she was "too American." This inspired Uyen to carve her own niche in entertainment that would bridge the gap between Vietnamese and Vietnamese American. In addition to starring in *HOW TO FIGHT IN SIX INCH HEELS*, she helped write the story and is a co-producer. Uyen and Tran are both CAAM alums and their film is a prime example of how homegrown trailblazers like them are making a significant impact on the global film market.

### **A STATE OF STATELESSNESS**

In the harrowing documentary *STATELESS*, director Duc Nguyen follows the lives of Vietnamese refugees who have been living in the Philippines in a condition of statelessness for 16 years. Many may be familiar with the mass exodus of Vietnamese refugees following the 1975 fall of Saigon, but most do not know that there are still Vietnamese refugees seeking asylum today. Nguyen documents the hopes and fears of these refugees as they wait for an opportunity for resettlement in the United States. The film will be preceded with the CAAM co-founded short *EMPLOYED IDENTITY* directed by Bao Nguyen. Also starring Uyen from *HOW TO FIGHT*, the web series explores the phenomenon of the Vietnamese diaspora returning to the country of their parents' birth, to find both themselves and successful careers.

### **VIETNAMESE HIP HOP ROYALTY**

Making her U.S. debut at CAAMFest 2014, female rapper Suboi, has been dubbed as the "Vietnamese Queen of Hip Hop." Influenced by Eminem, Snoop Dogg, Linkin Park and Aaliyah, the 23-year-old has the ability to hold her own in a male-dominated music genre and a country that is known for censorship. With personal lyrics inspired by family, love, and social pressures, she has not only broken down barriers but created her own distinct style and has become the first female rapper to achieve success in Vietnam — a success that could soon spill over to American soil.

### **SPONSORS**

Xfinity, Singapore Airlines, Buick

## **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.

### **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).

###