



## OFFICIAL MEDIA KIT

Presented by:



**PACIFIC ARTS**  
MOVEMENT

Main Office: 2508 Historic Decatur Rd. Ste #140  
San Diego, CA 92106

Media Contact:

Lauren Manalo  
PR & Communications Coordinator

[lauren@pac-arts.org](mailto:lauren@pac-arts.org)

Office: (619) 400-5906  
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## 15<sup>th</sup> Anniversary Facts

- Founded in 2000, the Festival has grown to **become the largest exhibition of Asian cinema** in the western United States, and the **largest film festival in San Diego**.
- The San Diego Asian Film Festival is organized by Pacific Arts Movement, a non-profit media arts organization dedicated to sharing Asian American and international films to inspire, entertain, and support a more compassionate society.
- Pacific Arts Movement is also celebrating 10 years of **REEL VOICES**, a summer documentary filmmaker program for local high school students.
- This year's San Diego Asian Film Festival (SDAFF) is showcasing:
  - 140 films from 21 countries
  - 6 West Coast Premieres ([THE KINGDOM OF DREAMS AND MADNESS](#), [YASMINE](#), [THE VANCOUVER ASAHI](#), [STRAY DOGS](#), [JOURNEY TO THE WEST](#))
  - 3 US Premieres ([FROM WHAT IS BEFORE](#), [THE SONGS OF RICE](#), [DON'T GO BREAKING MY HEART 2](#))
  - World Premiere: [MY LIFE IN CHINA](#)



## Program and Event Highlights

### **OPENING NIGHT FILM: REVENGE OF THE GREEN DRAGONS**

Thursday, November 6 at 7:00pm  
Reading Cinemas Gaslamp 15  
701 5th Ave  
San Diego, CA 92101

\*\* Co-directors Andrew Lau and Andrew Loo, Leonard Wu, Harry Shum, and Eugenia Yuan to attend

### **CENTERPIECE: WORLD PREMIERE, ABC'S FRESH OFF THE BOAT PILOT EPISODE**

Saturday, November 8 at 1:30 PM  
USD Shiley Theatre  
5998 Alcala Park  
San Diego, CA 92110

\*\* Executive Producers Nahnatchka Khan and Melvin Mar to attend

### **CLOSING NIGHT FILM: MEET THE PATELS**

Friday, November 14 at 7pm  
Museum of Contemporary Arts, Sherwood Auditorium  
700 Prospect Street  
La Jolla, CA 92037

\*\* Filmmakers Geeta Patel and Ravi Patel to attend

### **OPENING NIGHT PARTY**

Thursday, November 6 at 9:30pm  
Bang Bang  
526 Market Street, Gaslamp

### **GALA AWARDS DINNER**

Saturday, November 8 at 5:30pm  
Town & Country Hotel, Mission Valley  
500 Hotel Circle North  
\*\*Media badge does not guarantee red carpet interviews. Contact Lauren Manalo at [lauren@pac-arts.org](mailto:lauren@pac-arts.org).

### **MOVEfest**

Sunday, November 9 at 2:30 PM and 6:30 PM  
San Diego School of Creative and Performing Arts  
2425 Dusk Drive  
San Diego, CA 92139

\*\* Filharmonic and Galen Hooks to attend

### **CLOSING NIGHT PARTY**

Friday, November 14 at 9pm  
Museum of Contemporary Arts, Sherwood Auditorium  
700 Prospect Street  
La Jolla, CA 92037

## SCREENING LOCATIONS

### ULTRASTAR MISSION VALLEY

**November 7-13**

7510 Hazard Center, San Diego CA, 92108  
*Home base of the San Diego Asian Film Festival, venue for most film screenings*

### READING CINEMAS GASLAMP 15

**Thursday , November 6 at 7:00 PM**

701 5<sup>th</sup> Ave, San Diego, CA 92110  
*Site for Opening Night screening of REVENGE OF THE GREEN DRAGONS, in the heart of Downtown San Diego and the Gaslamp Quarter*

### UCSD CALIT2 ATKINSON HALL AUDITORIUM

**November 7-9, 12**

2425 Dusk Drive, San Diego, CA 92139  
*Site of the Taiwan Film Showcase and the Wednesday screening of 9-MAN*

### USD SHILEY THEATRE

**Saturday, November 8 at 1:30 PM**

5998 Alcala Park, San Diego, CA 92110  
*Site of the Centerpiece screening of the world premiere pilot episode for FRESH OFF THE BOAT, on campus at University of San Diego*

### SAN DIEGO SCHOOL OF CREATIVE AND PERFORMING ARTS

**Friday, November 14 at 7pm**

2425 Dusk Drive, San Diego, CA 92139  
*Site of MOVEfest, SDAFF's first live contemporary and hip-hop dance event*

### ARCLIGHT CINEMAS LA JOLLA

**Wednesday, November 12**

4425 La Jolla Village Dr, San Diego, CA 92122  
*Site of the screenings of MY LIFE IN CHINA and FUKUCHAN OF FUKU-FUKU FLATS*

### UCSD VISUAL ARTS PRESENTATION LAB

**November 13-15**

Voigt Dr and Matthews Ln, La Jolla, CA 92093  
*Site of the landmark retrospective REMEMBERING QUEER KOREA*

### SHERWOOD AUDITORIUM

**Friday, November 14 at 7 pm**

700 Prospect Street  
La Jolla, CA 92037  
*Site of the Closing Night film, MEET THE PATELS , in La Jolla's Museum of Contemporary Art*

### LA PALOMA THEATRE

**Saturday, November 15**

471 S. Coast Highway 101, Encinitas, CA 92024  
*Historic theater and site of Saturday repeat screenings and exclusive screening of UZUMASA LIMELIGHT*

## INSTRUCTIONS FOR OBTAINING MEDIA BADGES, IMAGES & INTERVIEWS

### MEDIA BADGES

Accredited press and media will receive a MEDIA BADGE. Your media badge will give you access to all film screenings, except for screenings at the ArcLight Cinemas La Jolla.

Badges can be picked up at the Media Check-In table at the following locations:

#### NOVEMBER 6:

Reading Cinemas Gaslamp 15  
701 5<sup>th</sup> Avenue, San Diego, CA 92101

#### NOVEMBER 7-13:

UltraStar Mission Valley  
7510 Hazard Center Drive #100, San Diego, CA 92108

The All-Fest Media badge allows entry before the general public, but only up to 15 minutes before the screening to secure your seats.

After the general line is let in, seating is not guaranteed. Due to the high number of screenings, there are no seats reserved for media & press at each screening.

Please keep in mind that the badge does allow you to get into films for review, but more popular films such as Opening Night, Centerpiece and Closing Night we expect to sell out so we suggest arriving 30 minutes before to allow for parking

### For Images:

Visit <http://festival.sdaff.org/2014/press/media-center/> for photos and film stills

### For media interviews, contact:

Lauren Manalo, PR & Communications Coordinator  
[lauren@pac-arts.org](mailto:lauren@pac-arts.org)  
Office: (619) 400-5906  
Cell: (510) 754-3250

## 2014 Filmmakers and Guests

<b>Film / Type</b>	<b>Name</b>	<b>Role</b>	<b>Screening</b>
6 WEDDINGS AND A DRESS (Short)	Steve Nagano	FILMMAKER	Sat, 11/8, 12:50pm UltraStar MV
9 MAN (Feature)	Ursula Liang	DIRECTOR	Sun, 11/9, 3:15pm UltraStar MV Wed, 11/12, 6:00pm UCSD Calit2 Atkinson Hall
A FOX TALE (Short)	Alexandre Cazals	FILMMAKER	Sat, 11/8, 1:00pm UltraStar MV Wed, 11/12, 7:25pm UltraStar MV
APPROPRIATE BEHAVIOR (Feature)	Desiree Akhavan	DIRECTOR	Sat, 11/8, 3:10pm UltraStar MV
BEHIND MY BEHIND (Short)	David Chai	DIRECTOR	Sat, 11/8, 1:00pm UltraStar MV Wed, 11/12, 7:25pm UltraStar MV
BELLA VISTA (Feature)	Hiroka Matsushima	ACTOR	Sun, 11/9, 5:25pm UltraStar MV
BELLA VISTA (Feature)	Vera Brunner-Sung	DIRECTOR	Sun, 11/9, 5:25pm UltraStar MV
BELLA VISTA (Feature)	Jeri Rafter	PRODUCER	Sun, 11/9, 5:25pm UltraStar MV
BINGO! (Short)	Chicky Otani	FILMMAKER	Sat, 11/8, 1:10pm
CANTONESE STYLE! (Short)	Bea Soong	FILMMAKER	Sat, 11/8, 7:30pm UltraStar MV
CICADA (Feature)	Dean Yamada	DIRECTOR	Mon, 11/10, 6:30pm UltraStar MV
DEAR MOM (Short)	Qianyu Zhou	DIRECTOR	Sat, 11/8, 1:00pm UltraStar MV Wed, 11/12, 7:25pm UltraStar MV
DISTANT LIGHT (Short)	Alexander Lau	DIRECTOR	Fri, 11/7, 4:00pm UltraStar MV
EAT WITH ME (Feature)	David Au	DIRECTOR	Fri, 11/7, 6:35pm UltraStar MV
EAT WITH ME (Feature)	Joyce Liu	PRODUCER	Fri, 11/7, 6:35pm UltraStar MV

FINGER RUNNING (Short)	Diana Li	FILMMAKER	Tue, 11/11, 4:00pm UltraStar MV
FOR THE LOVE OF UNICORNS (Short)	Genevieve Erin O'Brien	DIRECTOR	Sat, 11/8, 11:00am UltraStar MV

Fresh off the Boat	Ivan Chen	ACTOR	Sat, 11/8, 1:30pm UCSD Shiley Theatre
Fresh Off the Boat	Forrest Wheeler	ACTOR	Sat, 11/8, 1:30pm UCSD Shiley Theatre
Fresh Off the Boat	Randall Park	ACTOR	Sat, 11/8, 1:30pm UCSD Shiley Theatre
Fresh Off the Boat	Hudson Yang	ACTOR	Sat, 11/8, 1:30pm UCSD Shiley Theatre
Fresh Off the Boat / ABC	Nahnatchka Kahn	EXECUTIVE PRODUCER & WRITER	Sat, 11/8, 1:30pm UCSD Shiley Theatre
Fresh Off the Boat / ABC	Melvin Mar	EXECUTIVE PRODUCER	Sat, 11/8, 1:30pm UCSD Shiley Theatre
Gala Emcee	Leonardo Nam	ACTOR	Sat, 11/8, 1:30pm UCSD Shiley Theatre
Gala Presenter	Lynn Chen	ACTOR	
GRANDMA (Short)	Yu Chen	FILMMAKER	Tue, 11/11, 4:00pm UltraStar MV
H7N3 (Short)	Iris Shim	DIRECTOR	Tue, 11/11, 4:00pm UltraStar MV
HUNGRY MONSTER (Short)	Karen Lin	DIRECTOR & PRODUCER	Sat, 11/8, 11:00am UltraStar MV
HYPEBEASTS (Short)	Jessica Dela Merced	DIRECTOR	Sun, 11/9, 3:00pm UltraStar MV
JIMMY LOVES JUICE (Short)	David Yee	DIRECTOR	Sat, 11/8, 1:00pm UltraStar MV Wed, 11/12, 7:25pm UltraStar MV
KANO (Feature)	Umin Boya	DIRECTOR	Fri, 11/7, 6:45pm UCSD Calit2 Atkinson Hall Wed, 11/12, 6:40pm UltraStar MV
KANO (Feature)	Christa Chen	PRODUCER	Fri, 11/7, 6:45pm UCSD Calit2 Atkinson Hall Wed, 11/12, 6:40pm UltraStar MV
KEN MIURA: UNHEARD OF (Short)	Raymond Lai	DIRECTOR & PRODUCER	Mon, 11/10, 6:30pm UltraStar MV

KUMU HINA	Joe Wilson	FILMMAKER	Sun, 11/9, 2:30pm UltraStar MV
KUMU HINA (Feature)	Dean Hamer	FILMMAKER	Sun, 11/9, 2:30pm UltraStar MV
KUMU HINA (Feature)	Hinaleimoana Wong-Kalu	DOCUMENTARY SUBJECT	Sun, 11/9, 2:30pm UltraStar MV

MAN FROM RENO (Feature)	Mye Hoang	FILMMAKER	Sun, 11/9, 4:45pm UltraStar MV
MAN FROM RENO (Feature)	Dave Boyle	DIRECTOR	Sun, 11/9, 4:45pm UltraStar MV
MAN FROM RENO (Feature)	Pepe Serna	ACTOR	Sun, 11/9, 4:45pm UltraStar MV
MASS CONFUCIAN (Short)	Nancy Wang Yuen	PRODUCER	Sat, 11/8, 3:20pm UltraStar MV
MEET THE PATELS (Feature)	Ravi Patel	FILMMAKER	Fri, 11/14, 7:00pm MoCA, Sherwood Auditorium
MY BROTHER (Short)	Vu Pham	WRITER, DIRECTOR & PRODUCER	Sun, 11/9, 3:00pm UltraStar MV
MY LIFE IN CHINA (Feature)	Kenneth Eng	DIRECTOR	Sun, 11/9, 1:20pm UltraStar MV Wed, 11/12, 6:30pm ArcLight La Jolla
NAMI (Short)	Masami Kawai	WRITER & DIRECTOR	Sun, 11/9, 3:00pm UltraStar MV
NO NO, HOMO (Short)	Jerell Rosales	FILMMAKER	Sat, 11/8, 7:30pm UltraStar MV
Revenge of the Green Dragons (Feature)	Andrew Loo	DIRECTOR	Thu, 11/6, 7:00pm Reading Cinemas Gaslamp
Revenge of the Green Dragons (Feature)	Harry Shum	ACTOR	Thu, 11/6, 7:00pm Reading Cinemas Gaslamp
Revenge of the Green Dragons (Feature)	Leonard Wu	ACTOR	Thu, 11/6, 7:00pm Reading Cinemas Gaslamp
Revenge of the Green Dragons (Feature)	Eugenia Yuan	ACTOR	Thu, 11/6, 7:00pm Reading Cinemas Gaslamp
RU (Feature)	Jeff Fong	DIRECTOR & PRODUCER	Sat, 11/8, 5:35pm UltraStar MV
SHAMELESS (Short)	Geeta Malik	FILMMAKER	Fri, 11/14, 7:00pm MoCA, Sherwood Auditorium

SQUARED (Short)	Hieu Tran	FILMMAKER	Sat, 11/8, 7:30pm UltraStar MV
SUBURBANITE (Feature)	Ryan Jameson	DIRECTOR & PRODUCER	Mon, 11/10, 8:30pm UltraStar MV

TELOS (Feature)	Kyung Lee	DIRECTOR & PRODUCER	Sun, 11/9, 1:00pm UltraStar MV
TELOS (Feature)	Eugene Tssui	DOCUMENTARY SUBJECT	Sun, 11/9, 1:00pm UltraStar MV
THE BADDEST PART (Short)	Adam Azimov	DIRECTOR	Fri, 11/7, 4:00pm UltraStar MV
THE BADDEST PART (Short)	Ellen Wong	ACTOR & FILMMAKER	Fri, 11/7, 4:00pm UltraStar MV
TO SIT WITH HER (Short)	Nicole Miyahara	DIRECTOR	Sat, 11/8, 7:30pm UltraStar MV
TRANSFORMERS: THE PREMAKE (Short)	Kevin B. Lee	FILMMAKER	Sat, 11/8, 3:20pm UltraStar MV
UZUMASA LIMELIGHT (Feature)	Ko Mori	PRODUCER	Sat, 11/15, 7:25pm La Paloma Theatre
UZUMASA LIMELIGHT (Feature)	Kenneth Ochiai	DIRECTOR	Sat, 11/15, 7:25pm La Paloma Theatre
WHAT A DAY (Short)	Shannon Lee	FILMMAKER	Fri, 11/7, 4:00pm UltraStar MV
YOUTUBE	Anna Akana	FILMMAKER	Fri, 11/7 4:30pm UCSD
MOVEFest	Galen Hooks	CHOREOGRAPHER	Sun, 11/9 2:30pm, 6:30pm SDCPA

## 2014 SCREENERS AVAILABLE

All screeners are available as online screening links, unless otherwise noted. To request a screener, please contact [lauren@pac-arts.org](mailto:lauren@pac-arts.org).

Anita's Last Cha-Cha	Man from Reno
Barber's Tales	Mary is Happy, Mary is Happy
Bella Vista	Meeting Dr. Sun
Blind Massage	Mothers *
Blue Bustamante	Non Fiction Diary *
Broken Branches *	Partners in Crime *
Cicada	The Pollen of Flowers
Eat with Me	Reptilia in Suburbia
Exit	The Rice Bomber
From what is Before	Ru *
Fuku-chan of Fukufuku Flats *	The Search for Weng Weng
The Girl Princes	Shorts: Moonlight Represents My Heart *
The Golden Era	Shorts: Uncle 'Bar' + Auld Lang Syne
The Iron Ministry	The Songs of Rice
The Kingdom of Dreams and Madness	Stray Dogs
Kumu Hina	Suburbanite *
Letters from the South	The Teacher's Diary *
Limited Partnership	Telos: the Fantastic World of Eugene Tssui
Lordville	Uzumasa Limelight *
The Lost Sea *	

\*DVD only



**PACIFIC ARTS**  
MOVEMENT

Moving Pictures, Moving Minds

**FOR IMMEDIATE RELEASE**  
**MEDIA ALERT**

Oct. 30, 2014

Media Contact: Nikki Jimenez | (760) 420-0340  
[nikki@pac-arts.org](mailto:nikki@pac-arts.org)

## **REVENGE OF THE GREEN DRAGONS Kicks off 15<sup>th</sup> San Diego Asian Film Festival, Reading Cinemas Gaslamp 15 RED CARPET**

**What:** Martin Scorsese produced film, REVENGE of the GREEN DRAGONS, kicks off the 15<sup>th</sup> San Diego Asian Film Festival

**Who:** Notable Appearances and Interviews with:

- **Harry Shum Jr.** (*Glee*, *Step Up 3D*)
- **Leonard Wu** (*NCIS*, *Bones*, *17 Again*)
- **Eugenia Yuan** (*Memoirs of a Geisha*, *Charlotte Sometimes*, *Three*)
- **Directors Andrew Lau and Andrew Loo**
- **Lee Ann Kim** (Executive Producer, PacArts)
- **Lauren Manalo** (PR and Communications Coordinator, PacArts)



**Visuals:** Red carpet entry by the cast and crew of REVENGE OF THE GREEN DRAGONS, 400+ patrons around the theater

**When:** Thursday, November 6, 2014

Media Check In: 5:45pm

Red Carpet: 6:00-6:30pm

**Where:** Reading Cinemas Gaslamp 15, 701 5<sup>th</sup> Avenue, San Diego, CA 92101

**Contact:** Nikki Jimenez, [nikki@pac-arts.org](mailto:nikki@pac-arts.org) (760) 420-0340

**15<sup>th</sup> San Diego Asian Film Festival Opening Night**  
**Thursday, November 6, 2014**  
**Media Check In: 5:45pm**

Reading Cinemas Gaslamp 15  
701 5<sup>th</sup> Avenue, San Diego, CA 92101

*For more information, go to <http://festival.sdaff.org/2014/media-center/http://festival.sdaff.org/2014/media-center/>*

*For interviews with filmmakers, actors or festival staff contact [Nikki@pac-arts.org](mailto:Nikki@pac-arts.org)*

Event is presented by Wells Fargo and supported by Stella Artois, PROVEN, and Viejas Casino and Resort.

Pacific Arts Movement presents the 15<sup>th</sup> San Diego Asian Film festival November 6-15, 2014. Pacific Arts Movement (Pac-Arts) is one of the largest media arts organizations in North America that focuses on Asian American and Asian international cinema. For ticketing info, full film details, and schedule visit [pacarts.org](http://pacarts.org) or contact 619-400-5911 | [info@pac-arts.org](mailto:info@pac-arts.org)

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PACIFIC ARTS  
MOVEMENT

Moving Pictures, Moving Minds

**MEDIA ALERT**

Oct. 30, 2014

Media Contact: Nikki Jimenez | (760) 420-0340

[nikki@pac-arts.org](mailto:nikki@pac-arts.org)

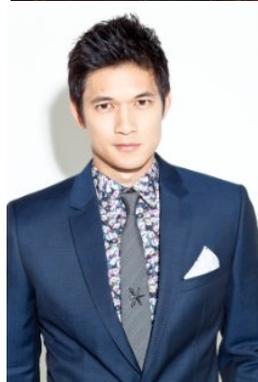
## San Diego Asian Film Festival Gala Celebrates the Best in Asian Cinema- Celebrities, Filmmakers Walk Red Carpet

**What:** San Diego Asian Film Festival's 15<sup>th</sup> Gala Awards Night- Walk the red carpet with stars of Asian cinema, celebrate the top independent films, and enjoy live entertainment.

Proceeds benefit Pac Arts Movement's educational programs for youth – REEL VOICES.

**Who:** Notable interviews with:

- **'Fresh Off the Boat' Cast and Producers**
  - o Nahnatchka Khan (producer), Melvin Mar (producer), Jake Kasdan (producer) Hudson Yang (cast), Forrest Wheeler (cast), and Ian Chen (cast)
- **Harry Shum Jr.** (Revenge of the Green Dragons, Fox's GLEE)
- **Ellen Wong** (Scott Pilgrim vs the World, The Carrie Diaries)
- **Philharmonic** (NBC's *The Sing Off*)





**Visuals:** Red carpet entry by award-winning Asian actors/actresses and filmmakers, a special performance by The Philharmonic, as seen on NBC's *The Sing-Off*, 700+community and business leaders

**When:** Saturday, November 8, 2014

5:15 p.m. Media Check in for Red Carpet Coverage

5:45: Red Carpet Interviews

7:00: Dinner, Entertainment, Live Auction, and Awards Program

**Where:** Town & Country Hotel, 500 Hotel Circle North, San Diego, CA 92108

**Media Contact to reserve a spot on red carpet:** Nikki Jimenez | [Nikki@pac-arts.org](mailto:Nikki@pac-arts.org) | (760) 420-0340

**Day-Of Contact for Media Check-In:** Lauren Manalo | [lauren@pac-arts.org](mailto:lauren@pac-arts.org) | (510) 754-3250

**15<sup>th</sup> San Diego Asian Film Festival Awards Gala**  
**Saturday, November 8, 2014**  
**5:15 p.m. Media Check in for Red Carpet Coverage**  
**5:45 Red Carpet Interviews**  
**7:00- Dinner, Entertainment, Live Auction, and Awards Program**

Town & Country Hotel  
500 Hotel Circle North, Mission Valley

For more information, go to <http://festival.sdaff.org/2014/media-center/http://festival.sdaff.org/2014/media-center/>  
Day-of Media Check-In: Lauren Manalo (510) 754-3250

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## Leadership Profiles

### Lee Ann Kim – Founder/Executive Director



Lee Ann Kim is the founding executive director of Pac-Arts. A graduate from the University of Maryland, College Park with a degree in Journalism, Lee Ann worked in television and radio for more than 16 years. While anchoring and reporting for KGTV, she founded the San Diego Asian Film Festival in 2000. Since then, she has grown the film festival into a nonprofit foundation. She has served on a media arts grant nominating committee for the Rockefeller Foundation, juried film festival grants for the National Endowment for the Arts, and served as a juror at the EBS International Documentary Festival in Seoul, South Korea. KPBS selected Lee Ann in 2010 as a Local Hero for

the month of May, San Diego Magazine selected Lee Ann as 2009 “50 People to Watch.” She also received The San Diego Business Journal’s “Women Who Mean Business” award, as well as a Director of Excellence award at the 2008 International Film Festival Summit in Las Vegas.

### Brian Hu – Artistic Director



Brian Hu is a film critic, teacher, and scholar, with an interest in Chinese cinema, Asian American media, and cross-cultural reception. He completed his PhD in Cinema and Media Studies at UCLA, and did his dissertation research in Hong Kong under a Fulbright fellowship. He is the author of hundreds of articles on film and the arts, and his writing has appeared in books and journals, as well as in the online magazine Asia Pacific Arts, which he co-edited from 2006-2011. Brian has served on film festival juries in Taipei and Los Angeles, and is a member of NETPAC (the Network for the Promotion of Asian Cinema).

While an undergraduate at UC Berkeley, he coordinated two classes on Taiwanese cinema, and has since taught undergraduate courses at California State University Fullerton and has lectured on cinema throughout the United States and Asia.