

FOR IMMEDIATE RELEASE

CENTER FOR ASIAN AMERICAN MEDIA PRESENTS

# CAAMFEST2015

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## *CAAMFest 2015 Showcases Bold Korean Filmmakers and Buzzworthy Korean Beats*

**SAN FRANCISCO, Feb. 12, 2015** — Bold Korean filmmakers lead the pack at CAAMFest 2015, drawing stories about marriage equality, rebellion and family secrecy. From Benson Lee's coming-of-age feature *SEOUL SEARCHING* to director Jang Hee Sun's documentary on the first public same-sex wedding in South Korea in *MY FAIR WEDDING*, this year's slate of Korean films is filled with directors driven by the eccentricities and determination of their characters.

Fresh off its world premiere at the 2015 Sundance Film Festival, CAAMFest 2015 presents its opening night film, *SEOUL SEARCHING*, directed by award winning Korean-American director Benson Lee. Inspired by *THE BREAKFAST CLUB*, one of the most quintessential films of its time and Lee's own personal experiences, *SEOUL SEARCHING* is a fun coming-of-age feature, chronicling the shenanigans and personal journeys of a group of international Korean teens sent to a government-sponsored summer camp for a crash course in Korean culture. Set in the 1980s, this John Hughes-inspired dramedy delivers a pitch-perfect tale of teenage angst, modernized with a stellar Asian and Asian American cast.

Boo Ji Young's *CART* follows an unassuming cashier who discovers her will-to-fight when corporate honchos at a retail superstore lay off their temporary employees without cause. Inspired by a real-life incident, *CART* raises a defiant fist in support of female solidarity and worker justice. In the intimate and candid documentary *MY FAIR WEDDING*, Gwang-Soo and Dave plan their landmark wedding, the first same-sex marriage performed in South Korea, but gay marriage opponents make their displeasure heard before and during the grooms' special day.

From stories of equality to stories with deeper undertones, Korean-Canadian director Albert Shin unfolds the mysteries of a pregnant teen, her mother and an affluent Seoul woman who arrives at their home in the quiet thriller *IN HER PLACE*. In Juan Martín Hsu's understated directorial debut *LA SALADA*, an unlikely cast comprised of Korean, Taiwanese and Bolivian immigrants converge in the bustling discount market of La Salada with parallel stories that illuminate the painful middle ground that all immigrants inhabit.

## **DIRECTIONS IN SOUND: FEATURING AWKWAFINA**

Korean musicians also claim a strong presence at CAAMFest Directions in Sound. This year's program features hip-hop and future beats from Cambodia, Korea, Vietnam, Los Angeles and the Bay Area.

Inspired by the legendary beats of hip-hop's iconic MC's, this year's Directions in Sound is bringing to the stage two of hip hop's rising Asian and Asian American female artists. Hailing from Queens, New York, Korean hip-hop enthusiast Awkwafina brings her satirical and witty lyrics to CAAMFest with her viral hits "My Vag" and "Yellow Ranger." Emerging from LaGuardia High School, the same high school that molded Nicki Minaj and Azealia Banks, Awkwafina's hipster, comedic, New York swag will be on full display when she hits the Mercer stage.

Joining Awkwafina are Suboi, Vietnam's "Queen of Hip Hop," Los Angeles-based Kronika, representing the highly acclaimed Soulection crew, two-time World Champion DJ Vinroc, along with ConnectFlow radio host and party rocker DJ Bluz. Hosted by Asian American Hip-Hop pioneer, CHOPS of the Mountain Brothers.

### **FESTIVAL TICKET INFORMATION**

Excluding special events, panels, galas and special screenings, advanced general admission tickets are \$14. Tickets for students, seniors (65+) and disabled adults are \$13 (Limit 1 per program with ID only). Tickets for Center for Asian American Media members are \$12 (Limit 2 per program per ID). Tickets go on sale to CAAM members only on Thursday, February 12, 2015 (online only) and open to the general public beginning Tuesday, February 17, 2015 (online only). Tickets can be purchased in person at our CAAMFest box office at Sundance Kabuki Cinemas starting Thursday, February 26, 2015.

### **About CAAMFest:**

CAAMFest, formerly the San Francisco International Asian American Film Festival (SFIAAFF), takes place March 12-22, 2015 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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