

FOR IMMEDIATE RELEASE

CENTER FOR ASIAN AMERICAN MEDIA PRESENTS

CAAMFEST 2015

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Directions in Sound Turns Up the Volume at CAAMFest 2015

SAN FRANCISCO, Feb. 12, 2015 — For over 10 years, Directions in Sound has been the premier Asian and Asian American music showcase of CAAMFest. Featuring emerging and cutting-edge musicians, Directions in Sound exposes 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 future beats from Cambodia, 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, 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 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 is Suboi, better known as Vietnam's "Queen of Hip-Hop," who will be giving her first ever U.S performance. Influenced by the likes of Eminem, Snoop Dogg and Aaliyah among others, CAAMFest 2015 gets a taste of Vietnam hip hop royalty with Suboi's signature mix of international style and urban hip hop flavor.

Rounding out the night will be 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.

DIRECTIONS IN SOUND FILMS

This year, CAAMFest expands its music programming to include music-centric films paired with a special live performance. Influenced by this year's features, CAAM is excited to bring Cambodian American musician Bochan, Kollaboration SF veteran Tim Atlas and instrumentalist Masaru Koga to the CAAMFest audiences.

DON'T THINK I'VE FORGOTTEN: CAMBODIA'S LOST ROCK AND ROLL: Director John Pirozzi's sparkling film elegantly reveals the beauty of Cambodian culture pre-1975, giving the mic to artists like Sinn Sisamouth, Ros Serey Sothea, Pen Ran and Yol Aularong — who all perished in the Khmer Rouge genocide. Pirozzi brings their musical talents back to life on the big screen and we revitalize the musical pulse of Cambodia with an exclusive performance by Cambodian American musician, Bochan at the Pacific Film Archive Theater.

KOLLABORATION SF: Tapping into San Francisco's local talent, this energizing documentary explores the making of Kollaboration SF's annual talent showcase. From exclusive interviews to behind-the-scenes sneak peeks, director Howard Lui delves into what it takes to bring Kollaboration's motto of "Empowerment through Entertainment" to life. Following the film, Kollaboration SF veteran Tim Atlas will take the stage for a musical performance.

FRED HO'S LAST YEAR: Making its San Francisco debut just shy of the one-year anniversary of Fred Ho's passing, FRED HO'S LAST YEAR pays tribute to the musician's determination to share his insights with the world while confronting his battle with cancer. The film is a warrior's send-off to visionary artist Fred Ho and a commemoration to his life's achievements. Exclusively following the New Parkway screening, multi-wind instrumentalist, Masaru Koga will honor Fred's legacy with a special live performance.

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.

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