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A DESIGN FILM FESTIVAL RETURNS TO SINGAPORE

This November, Singapore will once again be the launch pad for the 2nd edition of **A Design Film Festival**, featuring a brand new line-up, expanded programme and new collaborations.

Launched at Old School, Singapore last January as the first film festival in Asia dedicated to design, the festival successfully toured to Berlin, Taipei, Kaohsiung and Bangkok in 2010.

With 10 Asian premieres and 5 Singapore premieres, the festival is an annual celebration of films dedicated to design, architecture, fashion, technology and its subculture.

From the highly anticipated documentary, Yohji Yamamoto: This Is My Dream, an exclusive, intimate film on the notoriously private Japanese fashion design icon, Yohji Yamamoto; to Design The New Business, an intriguing documentary on how design thinking is making big steps in providing solutions to the problems of tomorrow - the Official Selection of 15 films hail from around the world.

Curated by art director and recent winner of the Art Directors Club New York Young Guns 9 award, Felix Ng - the festival is the third collaboration between design think tank, Anonymous and Old School.

"The design scene with its growing community of young artists has certainly become more vibrant in Singapore today and Old School is proud to have effectively capture this energy. Our overwhelming support for arts and design remain unwavering and this year, we are proud to once again, partner Anonymous in presenting the 2nd A Design Film Festival 2011 where distinct bodies of ground breaking works will be featured. These are some of the most iconic and experimental films on design that has ever been produced and it is no wonder that it deserves the excitement and attention that it is getting," says Mabel Tay, founder and publicist of Old School.

"It's not often what we create as designers or artists get captured in film. It's either in a museum, a gallery or talked about in small independent press. Now we've found this 15 films that celebrate the design process and through a medium that not only informs and delights designers but non-designers as well." says Felix Ng.

A Design Film Festival will run from **03 - 20 November 2011**, with 28 screenings of 15 films. It will be held at **Sinema, Old School** located at 11B Mount Sophia, B1-12, Singapore 228466. On **10 December 2011**, the festival partners with entertainment legend, Zouk to present a live screening of R.fm Cinema at **ZoukOut 2011**.

Ticket prices range from S\$8 - S\$12 with no booking fees this year. Tickets can be purchased through the festival's official website or at the office of Anonymous Pte Ltd.

For more information on A Design Film Festival 2011, visit the official website at www.designfilmfestival.com

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Annex A: Profile of Organisers

About Anonymous

Anonymous is a think tank based in the Republic of Singapore. Focused on the research and development of community initiatives that span original content creation, publishing, traveling exhibitions and film festivals that have been shown in Tokyo, Berlin, Shanghai, Taipei, Kaohsiung, Bangkok, Kuala Lumpur and Singapore.

Since its inception in 2009, Anonymous has featured over 100 individuals across 17 cities.

www.anonymous.com.sg

About Old School

Situated in an interesting neighborhood - the former site that once was the legendary Methodist Girls School - boasts a unique heritage that is still recognized enough to make the past alive. Once a run-down collective of buildings that has gone through stages of splendor, neglect and refurbishment, Old School is a happy juxtaposition of tasteful new enterprise and respect for historic buildings.

It is now home to visionaries, pioneers and those brave enough to swim against the tide of conventional thinking. A space for inspired mavericks and the restlessly creative.

www.oldschool.sg

About the curator

Felix Ng (b.1982) is an art director, designer and curator. He founded design practice, SILNT (pronounced as si'lent) in 2005 after graduating from school where he studied journalism.

His work has been recognized with awards from the Art Director's Club New York and the HKDA Awards. He has served as jury in the Singapore Creative Circle Awards and Crowbar Awards. In 2008, Felix was invited to represent Singapore at the prestigious Venice Architectural Biennale amongst 22 Singaporean designers.

In addition to the design practice, he started think tank, Anonymous in 2009, where he collaborates with artists and designers on cultural projects that span original content creation, exhibitions, film festivals and publishing. As a curator, he has presented events in Berlin, Tokyo, Shanghai, Taipei, Kaohsiung, Bangkok, Kuala Lumpur and Singapore - that has featured over 100 international designers. In 2009, he developed a landmark campaign for paper merchant Antalis - called Help Save Paper, a movement to elevate the status of paper.

In 2010, Felix curated the successful A Design Film Festival - the first in Asia dedicated solely to design. The festival was launched in Singapore, Berlin, Taipei, Kaohsiung, Bangkok and will next travel to Beijing and the newly appointed World Design Capital, Helsinki.

In 2011, he was invited to the executive committee of The Design Society and was recently named one of the world's top creative professionals under the age of 30 by Art Directors Club New York (Young Guns 9 Award).

Annex B: Synopsis of 15 featured films

ANPO: Art x War Art & Culture

ANPO refers to the U.S.-Japan Mutual Security Treaty, which permits the continued presence of numerous U.S. military bases in Japan. In 1960, public resentment against the military presence erupted in massive popular demonstrations that were crushed by Japan's C.I.A.-backed Prime Minister Kishi.

A wide range of Japanese artists depicted this resistance with a rich archive of art and films, including many large-scale paintings long hidden from public view. Contemporary artists continue to draw on their predecessors' legacy, depicting problems generated by the bases. Shot in high definition, the film reveals the extraordinary passion behind this buried treasure trove of paintings, photographs, anime, and documentary and narrative films.

Citizen Architect Architecture / Social Design

Hale County, Alabama is home to some of the most impoverished communities in the United States of America. It is also home to Auburn University's Rural Studio, one of the most prolific and inspirational design-build outreach programs ever established. Citizen Architect is a documentary film chronicling the late Samuel Mockbee, artist, architect, educator and founder of the Rural Studio.

Design the new Business Design Thinking

As the world evolves, so do the challenges of business. Design The New Business provides insight into how design thinking is making big steps in providing solutions to the problems of tomorrow, where old ways of thinking are being replaced by fresh and open minds that simply think differently.

This intriguing documentary brings the marriage of design and business to its peak, posing the question, what more can we do as designers?

Format Perspective Photography / Street culture

Format Perspective is a film by Phil Evans that explores the work, lives and opinions of six European skate photographers. The film showcases the photography of Nils Svensson (Malmo), Stu Robinson (Belfast), Alex Irvine (London), Rich Gilligan (Dublin), Sergej Vutuc (Heilbronn) and Bertrand Trichet (Barcelona/Tokyo), while also giving us an insight into the different approaches used by this diverse line-up of photographers.

Filmed completely on super 8 film, this project gives a behind-the-scenes look at the skating that these guys like to shoot, as well as the resulting photos that emerge from these sessions.

How To Make A Book With Steidl
Publishing

Presenting a man in constant movement, Gerhard Steidl, the German publisher of countless acclaimed and renowned artists' books. Following the production of Joel Sternfeld's iDubai photo book, the documentary brings the audience behind the walls of Steidl's independent empire, beginning the fragile processes where creativity is seized in a book.

How to Make a Book with Steidl captures the energy and passion of a perfectionist who's experience and artistry has made him the most important and sought after publisher of the last decade.

John Portman: A Life of Building
Architecture / Urban Design

Once a maverick who was nearly run out of the American Institute of Architects, John Portman is now recognized as one of the most innovative and imitated architects ever.

Over 45 years, Portman's iconic urban statements and eye- popping interiors have risen in 60 cities on four continents to redefine cityscapes in America, and skylines in China and the rest of Asia. The film captures Portman's approach in an intimate portrait that, by turn, assesses and appreciates Portman's work. Dramatic time-lapse footage shows off Portman's buildings at their best— often in moving sunlight that washes over his facades and spaces.

Jun Takahashi (Undercover) - Mirror
Fashion Design

Finding the origin and birth of the label - UNDERCOVER, this charming documentary follows Jun Takahashi over a 3-month span traveling through Tokyo, Kiryu, and Paris, and sees the designer through the preparation for his intimate collection - Mirror.

The collection captures the mood of a dark fantasy, pulling the surface of Takahashi's previous designs that are a collective representation of the creativity of what has made him one of the most important fashion designers today.

Making Faces
Typography / Print-making

This fascinating design documentary captures the personality and work process of the late Canadian graphic artist Jim Rimmer (1931-2010). In 2008, P22 type foundry commissioned Rimmer to create a new type design (Stern) that became the first-ever simultaneous release of a digital font and hand-set metal font. Rimmer was one of only a few who possessed the skills needed to create a metal font. This film is a unique opportunity to share Jim's knowledge, processes and passions with the world.

New York in Motion
Motion Graphics

New York in Motion is a fascinating look behind the scenes and screens of New York's thriving motion graphics industry. Capturing the contagious energy that infuses New York City and the Motion Graphics industry, director/producer Graham Elliott interviews more than 50 of the most influential players in the field today.

From large networks, to trend-setting motion studios, to independent creatives and visionaries, tuned into the ever-changing state of the art of technology – while, more importantly, keeping a finger on the pulse of our shared sensibilities – their work both mirrors and transforms our personal and cultural awareness. Constantly pushing the boundaries, their drive, talent, insight and creativity proves as inspiring as the work itself.

PressPausePlay
Digital Culture

The digital revolution of the last decade has unleashed creativity and talent of people in an unprecedented way, unleashing unlimited creative opportunities. But does democratized culture mean better art, film, music and literature or is true talent instead flooded and drowned in the vast digital ocean of mass culture? Is it cultural democracy or mediocrity?

This is the question addressed by PressPausePlay, a documentary film containing interviews with some of the world's most influential creators of the digital era.

R.FM Cinema
Music Videos / Electronic music / Motion graphics

R.fm Cinema is a celebration of the craftsmanship in music video making and the arts of graphic design, animations, CGI and storytelling that revolve around it. A showcase full of glitched out weirdness and audiovisual magic from some of the past year's most talented artists like Flying Lotus, Röyksopp, The Glitch Mob, Scissor Sisters, The Cinematic Orchestra, Eskmo, The Japanese Popstars, Massive Attack, Amon Tobin and many more.

The Visual Language of Herbert Matter
Graphic Design / Photography

Known as the quintessential designer's designer, the legacy of a highly influential mid-century modern designer, Herbert Matter, is encapsulated in a visual language that has influenced a whole generation of designer and artists.

Never before seen footage and photographs bring to focus the extraordinary life and seminal work of the swiss born graphic designer, photographer and visual artist whose genius pioneered the use of photo-montage with type. Luminaries such as Robert Frank, Massimo Vignelli, Alvin Eisenman, Steven Heller, among many, give tribute and explain why Matter still matters.

Utopia London
Urban Planning

A journey through the city, director Tom Cordell grew up in, the bustling city of London carries its architectural history within its walls. At end of World War Two, London was in ruins and a group of young idealists fused science and art to build an egalitarian city with a better future.

Utopia London captures these monuments through Cordell's encounters with the people who designed it, reuniting the builders with their buildings.

Vigilante Vigilante
Street Art / Culture

A new breed of crime-fighter now stalks the urban landscape: the anti-graffiti vigilante. These dedicated blight-warriors stop at nothing to rid their neighborhoods and cities of street art, stickers, tags, and posters.

Yet several of these vigilantes have become the very menace they set out to eliminate. In their relentless attempt to stamp out graffiti, they have turned to illegally and destructively painting other people's property. Vigilante Vigilante is the story of two filmmakers who set out to expose these mysterious characters and discover a battle of expression that stretches from the streets to academia.

Yohji Yamamoto: This is My Dream
Fashion Design

Notoriously private Japanese fashion design icon Yohji Yamamoto lets his guard down in an exclusive, intimate short documentary film about life and the creative process, from Tokyo to New York.

Opening up about his artistic motivations, his love of music, and his aesthetic vision, the documentary follows Yamamoto through the entire creative cycle of a collection for his revolutionary line in collaboration with adidas, Y-3.

Beginning with the finalization of the collection and styling for the show in Tokyo, followed by his arrival in New York City to oversee the final touches for the presentation of Y-3's Spring/Summer 2010 collection, the documentary turns an intimate eye on Yamamoto during fittings, model castings, guitar-playing, philosophical musings, and interactions with his staff and the global team bringing his ideas to life.