

## **A DESIGN FILM FESTIVAL 2014 RETURNS – SERVING UP MANY FIRSTS**

23 July 2014 – DFFSG2014, Singapore's premier design film festival, will run between 05 and 14 September, at a new venue, Shaw Theatres LIDO, Singapore. Organised by Anonymous, the festival is open to the public. It features screenings of a curated collection of films dedicated to architecture, fashion, photography, street art, motion graphics, technology and the subcultures of design.

### Festival Theme: On a Scale of Art to Design

DFFSG2014 establishes its very first Festival theme "On a Scale of Art to Design", a theme derived from an observation of the blurring boundaries between art and design. In recent years, it has become increasingly difficult to differentiate or maintain a clear distinction between art and design with many designers creating art and many artists applying design in their works. To engage the theme, a small selection of the films to be screened, have been specifically chosen to expose the audience to content that directly address the blurred boundaries. The objective of the Curated Shorts is to establish a discourse between Art and Design and provoke a reaction from the audience.

### Curated Shorts: Designing Art

To aid the discourse between the blurred boundaries between Art and Design, a series of 3 short films has been put together to feature both artists and designers. These featured individuals are distinguished figures in their realms and are the perfect embodiment of creatives who are practicing art that can be design and vice versa. These short films expound on how these creatives find themselves entangled with the question of whether something can be part art part design, or if the two must always remain as mutually exclusive subjects.

Designing Art include:

*Work, Buy, Consume, Die*, where Ian Anderson, founder of The Designers Republic, dispel myths and revealing truths of the studio in an 8-minute teaser. ([http://youtu.be/mWXer\\_1f9t4](http://youtu.be/mWXer_1f9t4))

*Obey The Artist*, Shepard Fairey, a man who wears many hats, speaks of working on a remarkable 12-foot mural. (<http://youtu.be/eUJ5Qqi4oRA>)

*Florentijn Hofman: Larger Than Life*, documents the struggle of world-renowned Florentijn Hofman, to gain recognition by the art scene. (<http://youtu.be/ML4DZjmb7ZA>)

"On a Scale of Art to Design" considers Art and Design as creative disciplines that sit on extreme ends of a scale. The 3 selected short films oscillate between the art and design to provoke thoughts of the blurring boundaries between the two. To explore if creative works and professions need to remain exclusively within the realm of their genre and always take sides or can they co-exist within one entity.

### Opening Film

Another first at DFFSG2014 is the introduction of the Festival's inaugural opening film event. The opening film, Hakusho: The Story of Rice is directed by Yu Yamanaka, of Tema Hima fame. The screening will be the World Premiere of the film. The Director will be in attendance to introduce the film and engage in a Q&A session after the film. The screening which is open to public is preceded by an exclusive (by invitation only) opening reception.

### T-Shirt Series: The Art of Design

DFFSG2014 introduces its first collaboration with North East (Japan) to create Festival merchandise inspired by the different subcultures of design that is featured at the Festival. Designed by 7 international designers, each T-shirt is printed in very limited quantities of 50 each and will be available for sale at the Festival.

This series of special edition t-shirts titled "The Art of Design" is produced in collaboration between North East (Japan) and A Design Film Festival, and designed by 7 invited international designers. Through the drawing of lots, each designer created an artwork based on their allocated creative discipline. Extracted from the films that have made the final official selection of DFFSG2014, the creative disciplines depicted include, Architecture, Contemporary Art, Fashion Design, Food Design, Photography, DIY Culture and Graphic Design.

### About the festival

Since its inception in 2010, A Design Film Festival has attracted professionals, practitioners, educators and students of mainstream as well as niche creative industries. For the first time in the landscape of Singapore's creative culture, the event engages a diverse spectrum of creative professionals including architecture, urban planning, interior, exhibition, industrial, product, fashion, graphic, advertising, branding, visual communications, public relation, writing, photography, film, arts and music.

DFFSG2014, features 12 distinguished films. The final selection of 12 international films has been carefully curated. 2 films out of this year's selection will be making their World

premieres, 6 are making their Asia premieres, 3 will be making their Southeast Asia premieres and 1 will be making its Singapore premiere at DFFSG2014.

The selected films of DFFSG2014 include the creative disciplines of Architecture, Contemporary Art, Fashion Design, Food Design, Illustration, Photography, DIY Culture, Graphic Design, Street Art, Visual Culture, Urban Planning. In line with the DFF2014 theme 'On a Scale of Art to Design' the branding for the Festival is a play on black and white as a pair of opposites. A figurative grey area is purposefully present in every pattern.

One of the highlights of this year's event is the new venue, located centrally at the Shaw Theatres LIDO, Singapore. LIDO is an iconic and world class cinema that is conveniently located in the heart of Orchard Road, Singapore's premier shopping street.

The DFFSG2014 opening indent is created by leading motion graphic designer-director, Sebastian Lange, who was last commissioned in 2011.

New partnerships have also been forged. This year's bonus content will feature the shortlisted short films from D&AD's new Next Director Award. 'The Art of Design' merchandise T-shirt series has been produced in collaboration with North East (Japan).

Between September and December 2014, a fresh partnership with Singapore Airlines award-winning inflight entertainment system, KrisWorld, will bring A Design Film Festival to new heights. A curated selection of present and past DFF films will be featured onboard SIA flights during this period.

For more information and details on DFFSG2014, please visit [www.designfilmfestival.com](http://www.designfilmfestival.com)

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#### **ABRIDGED WRITE-UP**

This year's weekend festival, DFFSG2014 will run between 05 and 14 September 2014.

It will focus on screenings of a selection of 12 films on design and its subcultures at Shaw Theatres LIDO. Tickets are priced at \$15 for all screenings (except \$25 for the opening film) and are available online via the festival website ([www.designfilmfestival.com](http://www.designfilmfestival.com)).

For more information on DFFSG2014, please visit the official website [www.designfilmfestival.com](http://www.designfilmfestival.com)

## **ANNEX**

### **A. Film list and synopsis**

<http://www.designfilmfestival.com/2014/press/DFFSG2014-Official-Selection.pdf>

### **B. About Yu Yamanaka**

Yu Yamanaka the director of “Hakusho: The Story of Rice”, was born in 1976 in Yamanashi Prefecture, Japan, Mr. Yamanaka is a graduate of Tokyo Metropolitan University (School of Science and Engineering, Physics) and Nikkatsu Visual Arts Academy (Filmmaking). He has been involved in a variety of production work including film, television drama, commercials, and music videos. In 2010, he established his own company, “Blue Documentary.”

He is currently working as a director of documentary films in Japan. Mr. Yamanaka ‘s main works include “Tema Hima: Time, Work, and Life in Tohoku, North East Japan” and “Hakusho: The Story of Rice,” both of which were created for 21\_21 design sight at Tokyo Midtown, Japan. He also collaborates often with NHK (Japan Broadcasting Corporation) through such programs as “Design Ah.”

For more information, please visit <http://www.bluedocumentary.com>

### **C. Festival Partners**

#### North East (Japan)

North East is a progressive T-shirt label specializing in graphic design and visual culture, established in Tokyo in 2013. Focusing on the creativity of international designers, the label feature their designs in a collaborative method, and offer products and content that communicate the compelling ideas of these designers and the cultural value of their works.

For more information, please visit <http://www.northeast.jp>

#### D&AD

Since 1962, D&AD has been inspiring a community of creative thinkers by celebrating and stimulating the finest in design and advertising. A D&AD Award is recognised globally as the ultimate creative accolade, entered and attended by the best from around the world.

The Next Director Award is a brand new award set to unearth the best new directorial talent and promote it back to the industry. The competition is open to new directors with less than two years professional experience.

For more information, please visit <http://www.dandad.org>

Singapore Airlines, KrisWorld

KrisWorld, is Singapore Airlines' award-winning inflight entertainment system. It is the constant quest of the airline to look at improving the inflight entertainment experience for their passengers. Recently, the airline introduced Internet and mobile data connectivity services, and a new generation of KrisWorld. Passengers can expect advanced hardware, an innovative yet intuitive user interface, and a wide selection of thoughtfully curated content to suit their preferences and the prevailing trends.

For more information, please visit <http://www.singaporeair.com>

#### **E. About the Organisers**

Anonymous is a multidisciplinary studio based in Singapore, providing Creative Direction, Content and Design.

Established in March 2005, the studio are the creators of A Design Film Festival, Bracket, plusminusten and more. Since its inception, Anonymous has staged its events in Portland, Berlin, Latvia, Tokyo, Seoul, Shanghai, Taipei, Kaohsiung, Bangkok, Kuala Lumpur and Singapore, and has featured over 150 creative professionals across 20 cities.

The partners, Felix Ng and Germaine Chong have been on the jury panel for the British D&AD Awards, Creative Circle and Crowbar Awards.

Creative director and Festival curator, Felix Ng was one of 50 top creative professionals, aged 30 or younger, to be awarded the prestigious Young Guns 9 Award from the Art Director's Club New York; and the 40 under 40 Award from Perspective Hong Kong.

In 2010, Anonymous launched A Design Film Festival.

For more information, please visit [www.anonymous.com.sg](http://www.anonymous.com.sg)

## **F. About DFF**

Established in 2010 by Anonymous, DFF is an annual film festival dedicated solely to design. A Design Film Festival was launched in Singapore and has travelled to Portland, Berlin, Taipei, Kaohsiung, and Bangkok.

The main aims of the festival are:

- to introduce design processes through film to professionals and the public
- to instil a sense of community across design disciplines
- to showcase works of local and international design talents

## **G. DFF Background**

DFF was initiated by Anonymous, as Asia's first film festival that is dedicated solely to design. It had humble origins as an "indie" event, with the support of arts patron Old School, as well as local cinema - Sinema, which provided the theatre set up and necessary licenses so the organisers could focus on sourcing and curating the films.

In 2012, the site of the now defunct Old School, which was located at the former Methodist Girls' School (MGS) site in Mount Sophia, was returned to the local authorities for redevelopment. Having played host to A Design Film Festival since the festival's inception, a valued patron was lost with the closure of Old School.

Old School, which housed art galleries and creative design studios, had been integral to the creation of the DFF. In reverence for their patron, A Design Film Festival did not meet its audience in Singapore in 2012. Instead, the creators accepted an invitation to launch the festival in the United States, with the inaugural Design Week Portland.

Since its inception in 2010, the festival has received critical acclaim from local as well as international publications, such as Monocle, Wallpaper\*, It's Nice That, Wall Street Journal, The Design Society Journal, The Straits Times, Lianhe Zaobao and more.

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