

# Design Film Festival coming in September

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REGARDLESS of whether you are a film or design buff, do keep yourself available in early September, as A Design Film Festival (DFF) makes a return.

The festival features screenings of a curated collection of 12 films, dedicated to architecture, fashion, photography, street art, motion graphics, technology and the subcultures of design. This year, DFF will run from Sept 5 to 14, at Shaw Theatres Lido. This is the fourth edition of the festival, since it began in 2010. It skipped a year in 2012.

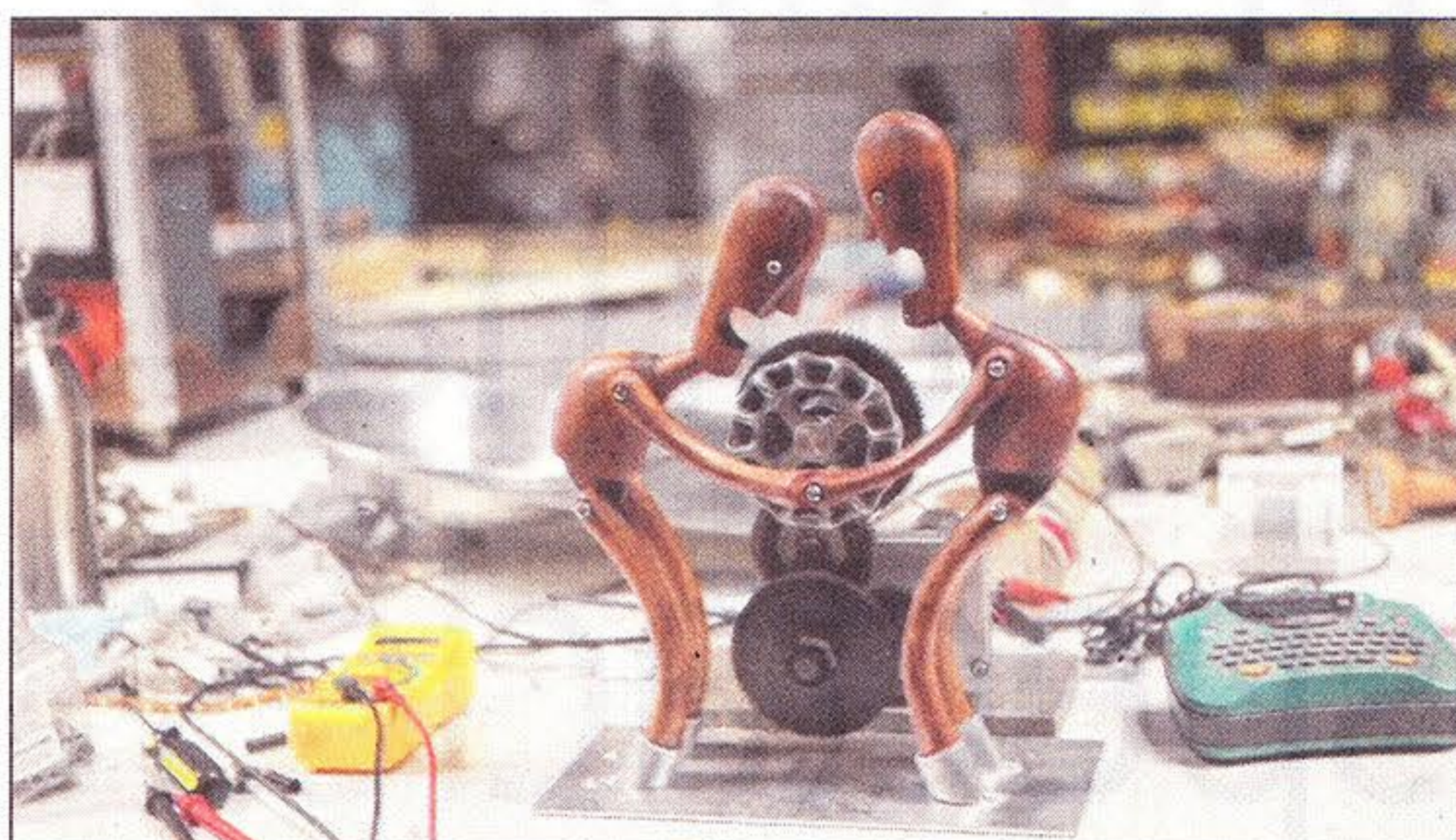
Festival producer Germaine Chong says there was nothing like DFF when it was started. "We wanted to create an event that even non-designers could participate in. We learnt that non-designers are interested in design, but are intimidated by it."

She adds: "Film was chosen as a medium that could be accessible to everyone, hence a film festival."

Ms Chong is also the co-founder of Anonymous, a multidisciplinary studio that provides creative direction, content and design. The firm is also the organiser for DFF.

This year's edition marks several firsts for the festival. Among them – a festival theme. *On a Scale of Art to Design*, is this year's theme, derived from an observation of the blurring boundaries between art and design.

Ms Chong says: "In recent years, it has become in-



**Maker:** The film delves into the emerging ecosystem of design and manufacturing, and looks at how the community is subverting traditional manufacturing

creasingly difficult to maintain a clear distinction between art and design with many designers creating art and many artists applying design in their works."

This year's selection of works include a few films where the content addresses the blurred boundaries.

They include *Obey The Artist*, a 14-minute short film on street artist, graphic designer and activist Shepard Fairey bringing a 12-foot mural to life, and *Larger Than Life*, a film on Dutch artist Florentijn Hofman, of the giant rubber ducky fame, who is popular with the general public but lacks recognition in the art world.

Japanese foodies will not want to miss the festival's opening film, *Hakusho: The Story of Rice*, which takes audiences from the rice fields where the food staple is planted to its harvesting stages. The film's director Yu Yamana-ka will also be present to introduce the film. DFF marks the world premiere

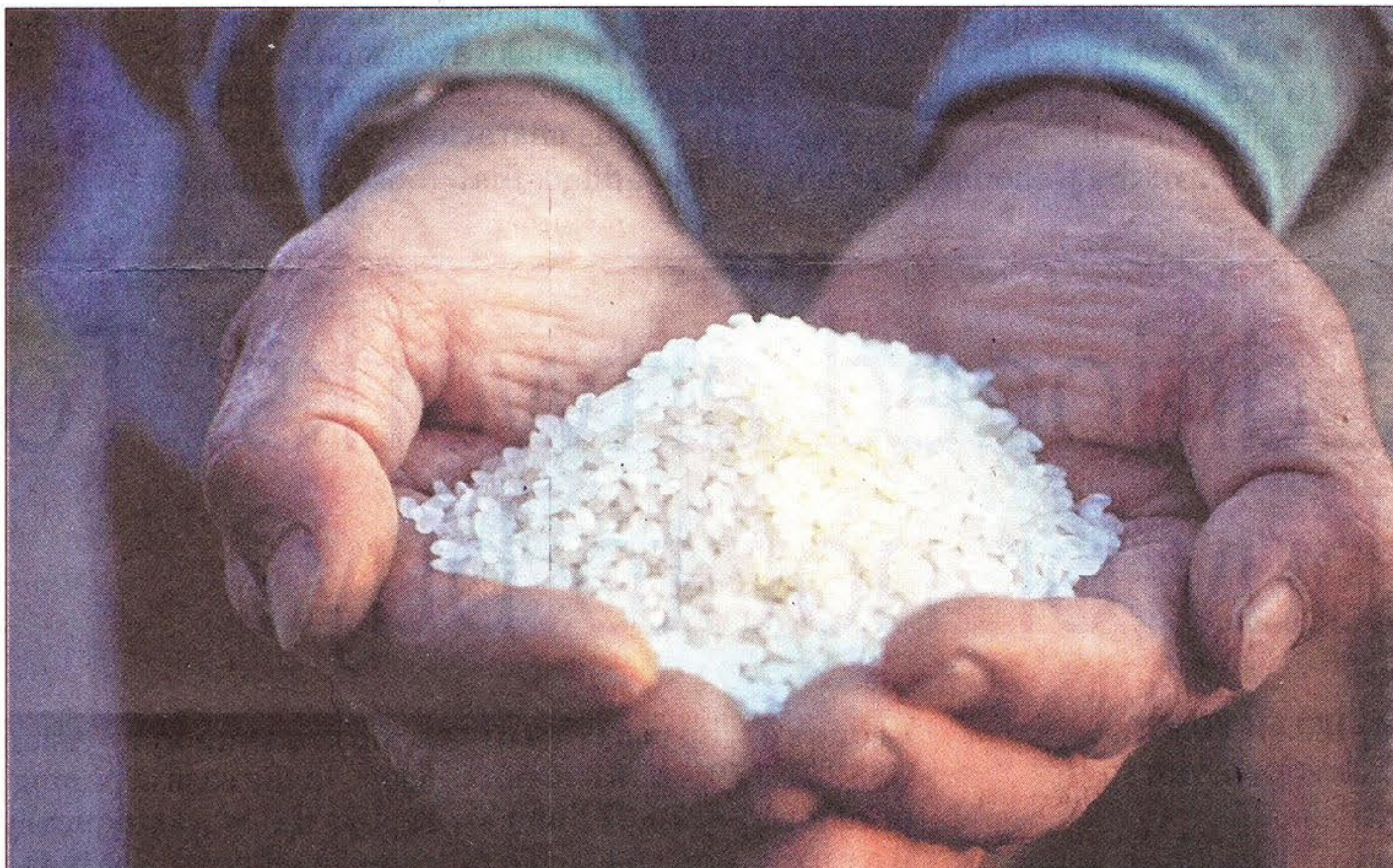
for *Hakusho*.

The makers' movement which is fast growing in Singapore, will also be seen on screen, through the film *Maker*, which delves into the emerging ecosystem of design and manufacturing, and looks at how the community is subverting traditional manufacturing in the Internet age.

For the first time, there will be limited edition T-shirts for sale at S\$55 each. Seven international designers have been invited to design the T-shirts.

And if you miss the festival, don't fret. Between September and December, a selection of present and past festival films will be screened on Singapore Airlines flights.

*'A Design Film Festival 2014' is on from Sept 5 to 14, at Shaw Theatres Lido. Tickets are priced at S\$15 each for all screenings, S\$25 for the opening film, and are available at [www.designfilmfestival.com](http://www.designfilmfestival.com), which will go live from tomorrow at 7 pm.*



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