

DIANE PERNET
PRESENTS



A SHADED VIEW ON FASHION FILM

Diane Pernet presents:



World's First Annual
Fashion, Style and Beauty Film Festival

2nd edition Premieres
September 25, 26 and 27th, 2009
Passage du Désir / BETC
85-87 rue du Faubourg St-Martin, Paris

Awards Ceremony & Special Guest Rick Owens
October 8th 2009
Centre Pompidou, Paris

PRESS KIT

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SPONSORED BY



International fashion icon Diane Pernet presents « A SHADED VIEW ON FASHION FILM 2009», the second edition of the first annual film festival dedicated to Fashion, Style and Beauty. This edition, premiering at the Palais de Tokyo in Paris, features works by/with Roísín Murphy, Erwin Olaf, Steven Klein, Chris Cunningham, Johan Renck, Undercover — Jun Takahashi, Mr Pearl, Chloe Sevigny, Kim Gordon, Dita Von Teese, Yelle...

FESTIVAL CONCEPT

« A Shaded View On Fashion Film » shakes up the old rules of fashion by putting the focus on the moving image, in an industry long dominated by the “still” photographic medium. ASVOFF is a festival including a film selection & competition, documentaries, features and installations. The common thread that binds this diverse program is the use of fashion, style and/or beauty as the principal subject, theme or cinematic aesthetic. The festival is a study in the drama, power and personification that fashion evokes and commands on screen.

Since its premiere in September 2008 at the Jeu de Paume National Gallery, the program of short films has travelled to museums and institutions like the Guggenheim Bilbao, Cinema Rise X in Tokyo, the Chelsea Arts Club in London; fashion events such as AltaRoma in Rome and many others around the world - Seoul, Riga and Mexico City to name just a few; and screenings at festivals like Hyères, Festival 9 in Vienna and the Arnhem Biennale.

THE SELECTION

Fashion film, a genre which not too long ago was barely on the radar, is now booming. Whether technological, economic, social or artistic, the reasons for fashion’s rapid embrace of the film medium are too numerous to list. Since our last selection, the fashion film movement has kicked into high gear, fulfilling many predictions which even a year ago were still seen as wishful thinking.

Because there are so many more films under consideration this year, we had to think of a way of organizing them. And because many films defy categorization, we had to ask ourselves many questions. For example, what in today’s world separates a “viral” from an “advertisement?” Or, should one still use photography terminology such as “ads” vs “editorials” to classify these films? In the end, we came to the conclusion that fashion films can be separated mainly by the designer’s role in the filmmaking process. On the one hand, the designer/brand is, by commissioning a film, the instigator of the project – retaining therefore some control over his/her image. These films were grouped together as “Communication.” On the other hand, if the film is created by artists/directors/stylists who are expressing their vision of fashion/beauty without necessarily knowing the designer’s intentions or wanting to further them, we decided to call this group “Reflection.”

The ASVOFF 2009 screenings are therefore organized as follows :

In competition.

- Fashion Film / Reflection - fashion films done independently from designers/brands.
- Fashion Film / Communication - fashion films done with designers/brands in order to communicate and extend their vision.
- Music Videos - Music videos in which fashion/style/beauty plays a prominent role.

Out of Competition - Fashion films shown out of competition.

Special Screenings - Documentaries, retrospectives, inspirational feature films...This selection is submitted to a jury of esteemed professionals from the worlds of the arts, cinema, fashion and media. The public also has an opportunity to cast its vote for a separate prize at each screening. fashion and media.

THE JURY

Our proficient jury, which reviewed the 50 films in competition, consists of established personalities from the fields of art, film production, fashion, advertising and the media :

Rick Owens. Renowned, visionary American independent designer Rick Owens will this year preside over the jury, contribute with an installation to ASVOFF and introduces his choice of a film, SALOME during our Carte Blanche event at Centre Pompidou.

Nan Goldin. Legendary photographer. Her recent fashion and photography contributions include being the main curator this year at Les Rencontres d'Arles which includes her iconic exhibition The Ballad of Sexual Dependency also she was commissioned to make a book for Dior Homme.

Maria de Medeiros. Actress and film director, known for her role as Fabienne in Pulp Fiction. In 2008 she was designated UNESCO artist for peace.

Eric Tong Cuong. Founding member and president of La Chose brand content agency, founding member of BETC advertising agency, and founder and administrator of the Naïve record label.

Éric Troncy. Art critic and curator, co-founder of FROG magazine and Documents sur l'art, collaborator with Beaux-Arts magazine, Numéro, Les Inrockuptibles etc., author of a number of texts and catalogues and co-director of the centre du centre d'art contemporain Le Consortium of Dijon.

Laurent Goumarre. Host of "18/20" radio show on France Culture and culture editor for Têtu Magazine.

Hélène Ségol. Producer and head of the music video department at Wanda Productions

THE AWARDS

Revealed at the Pompidou Center on October 8th by jury member Rick Owens, the awards will include :

Prix du Jury / Reflection

Awarded by the jury to the best fashion film in the "Reflection" category.

Prix du Jury / Communication

Awarded by the jury to the best fashion film in the "Communication" category.

Prix du Jury / Clip

Awarded by the jury to the best use of fashion in a music video.

Grand Prix Samsung

3000 Euro award given to the best new talent across all categories.

Gagnant DailyMotion

For a period of one month, DailyMotion users have posted their fashion films to the ASVOFF DailyMotion group, vying for public views and our attention. The best one will have the honor of being screened at the Centre Pompidou.

Prix du Public

Every edition of A Shaded View On Fashion Film gives members of the audience the ability to vote for their favorite film and award a Public Prize.

ABOUT DIANE PERNET

International fashion icon Diane Pernet was one of New York's "it" designers in the 1980's, before moving to Paris and reinventing herself as a journalist (Joyce, Elle.com, Vogue.fr, Dutch...) as well as a prolific filmmaker. In addition to being Co-Editor-in-Chief for Zoo Magazine, Diane Pernet is also a bit of a web pioneer – mostly as the face and brains behind AShadedViewOnFashion.com, the internationally acclaimed blog she launched in 2005 - but also through her former role as consultant for Iqons.com, the premiere social networking site for the fashion community, which she helped launch. She is regularly solicited to curate and consult for numerous fashion and photography festivals, and also acts as a talent scout for the Festival de Hyères and the Milan White Club. In 2006, she co-founded the traveling film festival "You Wear It Well" before launching A Shaded View On Fashion Film on her own in 2008. A film-maker by training, and a fashion designer for her own brand for 13 years as well as a costume designer for cinema for several years, Pernet has made many fashion films, and has also been captured on the other side of the camera, through cameo appearances in Robert Altman's film, Pret-a-Porter and in Roman Polanski's The Ninth Gate.



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FASHION FILMS / REFLECTION

Fashion films done independently from designers/brands. In competition.



Pursuit by Suzie Q & Leo Siboni

DUSK by Erwin Olaf / ASVOFF PREMIERE

FICTION NOIR by Steven Klein

I AM AN ACTRESS by Bianca Pilet

NOIR STANDARD by Benjamin Seroussi / ASVOFF PREMIERE

THE LAST SUPPER by Arno Bouchard & David Gil

LA GRANDE BOUFFE by Erik Liss

BOOJIE GIRL (SUNSET) by Camille Vivier & Sanghon Kim

INDIGO by Malcolm Pate

20 SECONDS TO WIGSTOCK by Vincent Gagliostro

I WANNA BE YOUR DOG by Georgie Greville

RUBBISH OR TREASURE by Fumiko Imano / ASVOFF PREMIERE

PURSUIT by Suzie Q & Léo Siboni

OK/ ZERO KILLED by Christophe Chemin, Katharina Kelwinghaus & Alexandre Roccoli / ASVOFF PREMIERE

MARRAKECH by Alvaro de la Herran

REFRACTION by Ri

SHADOW by Noam Griegst

TRIBUTE OF THE KING by Amaury Agier-Aurel and Alexandre Roccoli / ASVOFF PREMIERE

CHAPTER 12: THE VELVET REVOLUTION by Andrea Splisgar / ASVOFF PREMIERE

FASHION FILMS / COMMUNICATION

Fashion films done with designers/brands in order to communicate and extend their vision.
In competition.



"Heliocentric Electric Fred Butler" by Elisha Smith-Leverock

MAREUNROL'S NIGHTMARES by Kristine Kursisa
HOOD BY AIR CLASSICS by Reid Van Renesse
WHITE CRANE by Frederik Jacobi
HELIOCENTRIC ELECTRIC by Elisha Smith-Leverock
FLORA BY GUCCI by Chris Cunningham
OMNIA VINCIT AMOR by Waris Ahluwalia
SOPHIA by Janos Visnyovszky
HIGH by Sara Dunlop
VOX HUMANA by Griffin
L.A. PUNX by Eric Nehr
HERR RODEBJER PT 1 & 2 by Mattias Montero
GARETH PUGH AW09 by Ruth Hogben
BJØRG JEWELRY by Matias & Mathias
DRESS NO. 2 - LETTERHEAD by Justin Anderson
DANSE AVEC LA MODE by Benjamin Seroussi
LE CHEF CHIC by Max Vadukul
LE COQ SPORTIF by Born To Film
WITHIN WALTERWORKS by Laurence Boulting
SOMA HOLIDAY by Chloë de Carvalho
MAC KITTY by Floria Sigismondi
H&M MATTHEW WILLIAMSON by Johan Renck
THE SHOELove AFFAIR by Manuel Miranda
WAY TOO BLUE by Pelican Video
#1 DAUGHTER AND MOTHER by Nicola Pellegrini and Franca Sonicini
SILVERSPoon by Pierce Jackson
COLLECTION PAINTED BY by Freudenthal + Verhagen
SCIENCE OF SEXY by Ali Mahdavi

MUSIC VIDEOS

Music videos in which fashion/style/beauty plays a prominent role.
In competition.



"Ce Jeu" by Yoann Lemoine. Photo by Antoine Asseraf.

WHEN I GROW UP by Martin de Thurah

CE JEU by Yoann Lemoine

FIXIN' TO THRILL by Wendy Morgan

WE ARE ELECTRIC by Jason Cacioppo & Adam Dugas

SHOES by Alex and Liane

YOU KNOW ME BETTER by YJaron Albertin

OUT OF COMPETITION



"Roisín Murphy" by A Shaded View. Photo by René Habermacher.

MR. LACROIX'S PEARLS by Diane Pernet and Matthew Hawkins

GILApple by Undercover - Jun Takahashi

LA VITESSE ET LA PIERRE by Igor Zimmermann, Frode Fjerdingsstad, Marcus Palmqvist
/ ASVOFF PREMIERE

ROISIN MURPHY by A Shaded View

AUDREY H. ATTENDS HUBERT DE G'S 40 YEAR CELEBRATION PARTY By Madeliene Czigler

PRÉLUDE CROISIÈRE by Amar Arhab

UNTITLED by Inez Van Lamsweerde & Vinoodh Matadin

RICK OWENS by Nick Knight

SPECIAL SCREENINGS & EVENTS



"Irene" by Eric Smith. Photo by Annie Leibovitz.

BODY REMIX installation by Sebastien Meunier
HUSSEIN CHALAYAN by Bregtje Van Der Haak
HYÈRES IT IS A Shaded View retrospective
BLACK HEART by Ada Bligaard Soby
THE SEPTEMBERISTS by Anthony Goicolea
IRENE WILLIAMS THE QUEEN OF LINCOLN ROAD by Eric Smith
CHLOE SEVIGNY, KIM GORDON, DEVENDRA BANHART by Alia Raza
CHICKS ON SPEED music video retrospective
ROISIN MURPHY music video retrospective
ARCHIVES FROM THE 80's by Jeffrey Hinton
WOOKID live performance

SCHEDULE



"High" by Sara Dunlop featuring Joana Preiss.

PASSAGE DU DÉSIR / BETC, 85-87 rue du Faubourg St-Martin, Paris.

free entrance

Friday 25/09 - Opening (by invitation only)

20h00 Introduction & screening of Reflection & Communication selections

22h20 Cocktail & DJ set : Louis Heel

Saturday 26/09

14h00 Hussein Chalayan

14h30 Hyères

15h30 Black Heart

16h00 Reflection & Communication competition screening

18h00 Out of Competition screening

19h00 The Septemberists

19h30 Irene The Queen of Lincoln Road

20h00 Archives of the 80's

Sunday 27/09

14h00 3 films by Alia Raza: Kim Gordon, Chloe Sevigny and Devendra Banhart

15h30 Chicks On Speed retrospective

16h00 Reflection & Communication competition screening

18h30 Roísín Murphy retrospective

19h00 Music Video selection

19h30 Live: WoodKid

CENTRE POMPIDOU, Paris

Thursday 08/10

Award Ceremony & Special Guest Rick Owens

TEAM

The first edition of A Shaded View On Fashion Film was made possible by tight collaboration of the following people and companies:

Diane Pernet, founder/director.

Antoin Asseraf, Producer, Content + International.
David Herman, Producer, Launch + Partnerships.

Josiane Cristofoli handles all public relations for ASVOFF 2009.

Yoann Lemoine, created the ASVOFF logo.
Vincent Gagliostro, designed the ASVOFF web site.
Thierry Cosson, ASVOFF webdesigner.
Clément Raffenoux: graphic postproduction.
Lori Schonberg, a Berg Sans Nipple bandmember, made the ASVOFF sounddesign.
ASVOFF trophy by Miguel Villalobos, Samsung trophy by David Gil. Both.

The following people also offered precious guidance and help: Rebecca Dry, Arnaud Guillot, Christophe Chancenest from Samsung, Mark Alizart from Palais de Tokyo, Fabienne Falluel, Laurent Cotta, Anne de Nesle, Nicolas Gaborieau from Musée Galliera, Véronique Kolasa, Olivier Jezequel from Le Book, Magali Aubert from Standard magazine, Géraldine Gomez from Centre Pompidou, Jean-Pierre Blanc from Festival de Mode et de Photographie de Hyères, Marcus Kreiss from the channel Souvenirs From Earth, Caroline Piel from L'Hôtel, Tina Isaac, René Habermacher, Ana Finel Honigman, Miranda Salt, Sylvain Marchand, Anna Brun, Jeanroch Dard, Akiko Hamaoka, Josef Schomberg, Hélène Segol, Eduardo Morales, Robb Young and Nobuyoshi Araki.

SPONSOR & PARTNERS

Samsung, a leader in consumer electronics, has been involved in the sectors of art and culture for many years. The company has built its success on innovation in technology and design, wishes to bring its support to the ASVOFF Festival for its innovative approach in the portrayal of fashion, style and beauty.

