

& DIANE PERNET

35 37

P R E S E N T

A SHADED
VIEW
ON FASHION
FILM
FESTIVAL

PARIS
& ROME
wrap up

13th EDITION
2021

ASVOFF 13 - WRAP-UP



The curtain dropped on Friday night in Paris over what was another wonderful edition of **A SHADED VIEW ON FASHION FILM**, and in the eyes of many attendees, the very best one yet. The ASVOFF festival, founded and curated by fashion icon and muse Diane Pernet, turned thirteen in 2021: gathered at 35/37, the latest venture from Comme des Garçons' founder and creative director Rei Kawakubo and company president Adrian Joffe.

Founded in 2021 and installed at the Hôtel de Coulanges on the rue des Francs-Bourgeois in the Marais, the space is dedicated to creation, community exchanges and cultural conversations, serving as a venue for fashion, art, dance, music and film events among other attractions. As the hub for the Paris-based brand management arm of the Dover Street Market, 35/37 curates intriguing collaborations and experiences across the creative industries.

This edition's President was Bruce LaBruce, the iconic Canadian independent filmmaker and gay provocateur.

His tongue-in-cheek, campy aesthetic kept the attendees entertained while performing his duties as the Master of Ceremonies. There were the filmmakers, both illustrious and newcomers, performers, experts and insiders that over the previous three days had generously shared their best work, talent and wisdom with the ASVOFF audience, alongside the likes of, among others, prized designers Iris van Herpen, KidSuper, Koche, Pam Hogg, Louis Vuitton and Valentino.

After Paris, ASVOFF 13 went to Rome Dec 10-12. The three-day festival included screenings, panels and feature film premieres. ASVOFF 13 was held at the emblematic Casa del Cinema in partnership with Romaison. Clara Tosi Pamphili, a celebrated fashion historian, is Romaison's curator. She works in collaboration with curator, Alessio de Navasques. The focus of Romaison is Rome, research, fashion, history, costume and cinema.

The 13th edition of ASVOFF had its own organic decentralization. For the first time since its inception Pernet chose to have 4 external curators:

Bandana Tewari for Conscious Fashion

What does change look like? And where can we expect change to inspire us? While education on sustainability may have yet to yield tangible and long lasting results, the importance of visual narratives cannot be underestimated when it comes to uniting publics around the values that need to eclipse the waste and excess and exploitation of leadership solely concerned with profitability. People's engagement and motivation to understand and protect the world around them has made industries like fashion, for instance, come under extreme scrutiny, and this program explores the "green wave" of filmmaking that is playing a role in shifting how we perceive these industries.

Alex Murray-Leslie for Fashion Moves

An exploration with filmmakers, artists, and scientists on how fashion moves societal challenges. What are the possibilities of where critical fashionable bodies can take us, new imaginaries, better worlds? Within Fashion Moves there are 3 curated sections: 1- films that reconsider production, consumption, and waste in our current complex moment. Speculative representations of better worlds for the fashion industry to imagine and work towards. 2- films that present a lively moving fashion body that encounters a world of many worlds from microbial entanglements to more than human spirit animals to biohacking. 3. DIY Feminist & non-binary self-expressive fashion films mad through spontaneous socially mediated ways of pop music, styling, and choreography such as Tiktok, etc.

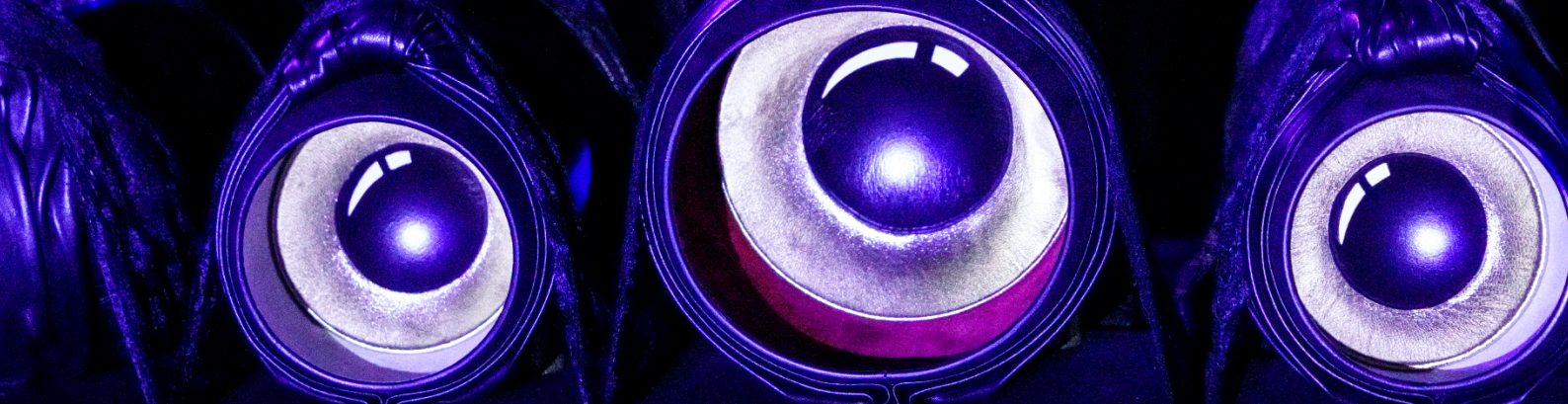


Amber Jae Slooten aka the Fabricant for Digital Fashion

The past years digital fashion has been rising from a mere blip to an entire industry set to change the preconceived notions of fashion forever. In the digital age, how is it possible fashion is still so physical and hardly explores itself beyond the physical realm? For ASVOFF 13 we're curating what fashion looks like in the metaverse, how we can dress our digital bodies and how this will take shape in the near future. Fashion does not need to be physical to exist and this category we ask to go beyond the obvious into the endless possibilities that the digital world brings. Slooten is a Digital artist, designer and co-Founder of The Fabricant

Melissa Alibo for Black Spectrum

The representation of Black people in cinema is often perceived as ambivalent, altered, and shaped by common prejudices. How does it translate into the construction of the Black identity? For ASVOFF 13, Marketing Consultant & PR, Melissa Alibo curated a program unveiling the narrative of Black artists from different backgrounds, cultures, and horizons. The core idea of this project is to sublimate the common thread, feelings, and cognitive mechanisms that unite or perhaps get distorted within the narrative. Their creative vision, interpretation of ordinary moments of life, raw beauty, and idealism mark the transition into a world where authenticity prevails.



ASVOFF is universally recognised as the world's leading fashion film festival and continues to grow. A rich series of documentaries include: 'VALENTINO DES ATELIERS' «Vita Di Sarti E Pittori» By Maurizio Cilli, To Karl with Love by Vix Foster and 'Not Approved' by Gianluca Matarrese and Guillaume Thomas among others.

Creating your world for the Metaverse with Amber Jae Slooten aka the Fabricant, Alex Murray-Leslie was a panel discussion moderated by David Herman. The program included 80 short films in competition, 3 feature films one of which was the Paris Premiere of "Saint Narcisse" by Bruce LaBruce . The two other feature length films were Steven Arnold 'Heavenly Bodies' directed by Vishnu Das and 'A Folk Horror Tale' by Olivier Dahan and art directed by John Galiano.

ASVOFF trophies, were designed by artist Robert Mercier, 17 were given out at the closing ceremony on Friday night. Fashion Film as a medium has graduated from promising to state-of-the-art.

ASVOFF 13 **WINNING FILMS**

RUNNER UP STUDENT PRIZE

ADAGE BY MATHILDE DELLI

BEST STUDENT PRIZE

CHILDREN OF THE SOIL BY SABRINA ELMAN

BEST STYLING

BURN IN HEAVEN BY OMAR PERINEAU

BEST PERFORMANCE

CP COMPANY NEXT LANDSCAPE BY LUKE ALEXANDER & REX MCWHIRTER

BEST ADVERTISING

BIRD OF PARADISE FOR KOCHÉ BY SUZIE & LEO

BEST ART DIRECTION

THE HAIRY NOTION OF A GREEN AFTERNOON BY SUSANNE DEEKEN

BEST EDITING

PARTS OF ME BY AKINOLA DAVIES JR



BEST CINEMATOGRAPHY

MISTRESS OF THE INNER WORLD BY LILLI MOORS FOR BIJULES FEATURING ANNA CLEVELAND

BEST SOUND DESIGN

LA MALLE BY THOMAS GERARD

BEST BEAUTY

BIOMIMICRY FOR IRIS VAN HERPEN BY RYAN MCDANIELS

BEST DOCUMENTARY

'VALENTINO DES ATELIERS' «VITA DI SARTI E PITTORI» BY MAURIZIO CILLI

BEST DIRECTOR

IF THE PLAN DOESN'T WORK YOU'RE INSANE, IF THE PLAN WORKS YOU'RE A GENIUS BY KID SUPER

FASHION MOVES

DANCE PARTY BY MELISSA E. LOGAN AND NIKOLAS MULLER

DIGITAL FASHION X THE FABRICANT

KHOMANTA BY FIORELLA POMARINO

CONSCIOUS FASHION

COTTON FOR MY SHROUD BY NANDAN SAXENA DN KAVITA BAHL

BLACK SPECTRUM

DIMENSION BY EBENEZA BLANCHE

GRAND PRIZE

WHAT DO YOU WANT TO DO BEFORE YOU DIE? BY KID SUPER

“From the very beginning, ASVOFF had the vocation to consider fashion as a culture before an industry, one that most of us can't deny we belong to, which helps us to define our identity, to enhance our singularities, to express our sensibilities and our commitments” said the artist ORLAN who only last week received the Legion of Honor Medal, the highest French Decoration.



2021 JURY LISTS

BRUCE LABRUCE, PRESIDENT

DAPHNE GUINNESS, ANDRE WALKER, ALEX MURRAY-LESLIE, BRYAN BOY, DANIEL LISMORE
HELEN DOWNIE, AKA UNSKILLED WORKER, KAYANN CONTRACTOR, LULU KENNEDY, LUTZ,
OSEI BONSU, PAM HOGG, ROISIN MURPHY, SARA SOZZANI MAINO, NICHOLAS KEMP, SUSIE LAU,
SUZANNA VOCK, WILLY NDATAIRA & YU MASUI

STUDENT JURY

CAMILLE MERVIN-LEROY
MIGUEL VILLALOBOS
CORI COPPOLA

DIGITAL FASHION JURY

AMBER JAE SLOOTEN AKA THE FABRICANT
MORTEN GRUBAK
CHAVONNE WONG

CONSCIOUS FASHION JURY

ALEX MURRAY-LESLIE
PANJA GOBEL
PETER MCNEIL
FREIDERIKE FAST
LISA WALKER
YUKA OYAMA
MOHAMMAD BAYESTEH
FLORIAN SCHNEIDER

BLACK SPECTRUM JURY

MELISSA ALIBO
SANDY ALIBO
SKINNY MACHO
HARVEY AMBOMO

FASHION MOVES JURY

CONSCIOUS FASHION JURY
BANDANA TEWARI
PATRICK DUFFY
FLORIAN MÜLLER

FILMS ARE AVAILABLE ON FNL NETWORK [HERE](#)

PRESS IMAGES

BY CHRISTIAN TARRO TOMA
[HERE](#)

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LOCATIONS

2021 35/37, PARIS ([35/37.ORG](#))

SATELLITE VENUE

2021 CASA DEL CINEMA, ROME, ITALY

