

PRESS RELEASE

FOR IMMEDIATE RELEASE

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ACCLAIMED ART ORGANIZATION CHASHAMA ANNOUNCES

2009 FILM FESTIVAL THEME *FESTIVALS OF THE WORLDS*

**CHASHAMA ADDS NEW AWARDS CATEGORY *THE TEN THOUSAND  
BUDGET FILM***

(NEW YORK, NY) THE PROVOCATIVE ARTS ORGANIZATION CHASHAMA IS CONTINUING ITS DEDICATION TO THE ADVANCEMENT OF THE ART AND FILM COMMUNITY WITH ITS SECOND ANNUAL FILM FESTIVAL. THEMED *FESTIVAL OF THE WORLDS*, EXPLORES GLOBAL EXPRESSION THROUGH FILM MAKING WHILE SETTING THE STAGES FOR AUDIENCES AND FILMMAKERS TO CULTIVATE THE UNKNOWN IN VARIOUS CULTURES.

CHASHAMA FILM FESTIVAL HAS BECOME A PLATFORM FOR A SPECTRUM OF POLITICAL, CULTURAL AND PHILOSOPHICAL IDEOLOGIES PRESENTED IN AN ENVIRONMENT DESIGNED TO FOSTER CREATIVE AND INTELLECTUAL EXPANSION. AT LAST YEAR'S FESTIVAL, WE SCREENED 54 FILMS OUT OF 200+ SUBMISSIONS AND REACHED AN AUDIENCE OF APPROXIMATELY 500. THE FESTIVAL SPANNED THREE DAYS, AND INCLUDED FILMS FROM EGYPT,

SWITZERLAND, GREECE AND THE UNITED STATES. DIRECTORS FLEW IN FROM AROUND THE GLOBE TO BE A PART OF OUR FESTIVAL, AND WE WERE HONORED TO GIVE OUT 15 VICTOR AWARDS, 2 OF WHICH WERE AUDIENCE SELECTIONS AND THE REST AWARDED BY DELIBERATION OF A PANEL OF 5 JUDGES. LAST YEAR'S THEME WAS "FILMS THAT OTHER FESTIVALS ARE AFRAID TO SHOW."

THE CHASHAMA FILM FESTIVAL WILL TAKE PLACE FROM OCTOBER 22, 2009 TO OCTOBER 26, 2009 AT THE FLAGSHIP CHASHAMA THEATER SPACE, LOCATED AT 217 EAST 42ND STREET, AND OTHER THEATRES TO BE ANNOUNCED. THERE WILL BE SCREENINGS FRIDAY, SATURDAY AND SUNDAY FROM 9AM TO 2AM. THERE WILL BE A PUBLIC OPENING NIGHT RECEPTION ON THURSDAY, OCTOBER 22 AT 6PM. THE COMPLETE SCREENING/VENUE SCHEDULE WILL BE LISTED AT [WWW.CHAFILMFEST.COM](http://WWW.CHAFILMFEST.COM) ON AUGUST 21, 2009.

INTERNATIONAL ARTIST AND FILMMAKER RICK KARIOLIC WILL SERVE AS THE DIRECTOR OF CHASHAMA FILM FESTIVAL. THE PANEL OF FESTIVAL JUDGES CONSISTS OF NOTED FILMMAKERS AND GUEST ARTISTS. TO LEARN MORE ABOUT CHASHAMA FILM FESTIVAL AND FOR CLIPS AND IMAGES, PLEASE VISIT [WWW.CHAFILMFEST.COM](http://WWW.CHAFILMFEST.COM).

## ABOUT THE FESTIVAL

THE FESTIVAL OF THE WORLDS WILL PROVIDE A FORUM FOR GLOBAL EXPRESSION, A PLACE FOR FILMMAKERS AND AUDIENCE MEMBERS TO CULTIVATE A BETTER UNDERSTANDING OF THEIR BROTHERS AND SISTERS OF DIFFERENT ORIGINS. IT IS A PLATFORM FOR A SPECTRUM OF POLITICAL, CULTURAL AND PHILOSOPHICAL IDEOLOGIES PRESENTED IN AN ENVIRONMENT DESIGNED TO FOSTER CREATIVE AND INTELLECTUAL EXPANSION. OUR GOAL IS TO EXPLORE BOTH

THE DIFFERENCES AND THE SIMILARITIES OF THE INTERNATIONAL COMMUNITY IN ORDER TO BECOME A MORE EDUCATED POPULATION, ONE THAT IS MORE CAPABLE OF AVOIDING NEGATIVE HISTORICAL CYCLES AND MORE WILLING TO PUSH US INTO A SUSTAINABLE FUTURE.

AT LAST YEAR'S FESTIVAL, WE SCREENED 54 FILMS OUT OF 200+ SUBMISSIONS AND REACHED AN AUDIENCE OF APPROXIMATELY 500. THE FESTIVAL SPANNED THREE DAYS, AND INCLUDED FILMS FROM EGYPT, SWITZERLAND, GREECE AND THE UNITED STATES. DIRECTORS FLEW IN FROM AROUND THE GLOBE TO BE A PART OF OUR FESTIVAL, AND WE WERE HONORED TO GIVE OUT 15 VICTOR AWARDS, 2 OF WHICH WERE AUDIENCE SELECTIONS AND THE REST AWARDED BY DELIBERATION OF A PANEL OF 5 JUDGES. LAST YEAR'S THEME WAS "FILMS THAT OTHER FESTIVALS ARE AFRAID TO SHOW."

THIS YEAR WE ARE EXPANDING THAT THEME TO FORMALIZE THE GLOBAL COMPONENT: FILMS THAT THE WORLD NEED TO SEE. WE EXPECT THIS YEAR'S FESTIVAL TO REACH AN AUDIENCE OF OVER 1000 PEOPLE IN VENUES THAT EMBRACE TODAY'S GLOBAL NATURE, INCLUDING MUSEUMS AND INTERNATIONAL THEATERS (WHICH WE ARE CURRENTLY SEEKING). THE FESTIVAL IS DESIGNED TO CULTIVATE A COMMUNITY OF FILMMAKERS WHO CAN SHARE, NETWORK, AND HELP TO BUILD EACH OTHER'S VISIONS.

AT CHASHAMA, WE BELIEVE THAT THE ART OF FILM AND THE EXISTENCE OF UNCENSORED, NON-CORPORATE MEDIA OUTLETS ARE VITAL TO AN INFORMED, COMPASSIONATE AND UNDERSTANDING POPULATION. WE AIM TO BREAK AWAY FROM MASS-MEDIA CARICATURES AND PORTRAYALS OF LIFESTYLES THAT ARE INCONGRUOUS WITH REALITY OR VOID OF CRITICAL ANALYSIS. WHAT WE LOOK FOR IS REAL FEELING, REAL QUESTIONS, REAL IDEAS.

AS NEW YORKERS, WE FEEL IT IS OUR RESPONSIBILITY TO BE ON THE CUTTING EDGE OF SOCIAL AND POLITICAL CHANGE AND A MODEL FOR PROGRESSIVE IDEAS, IN THIS CASE USING FILM IS OUR MEDIUM.

## ABOUT CHASHAMA

CHASHAMA BURST ON TO THE ART SCENE OVER A DECADE AGO WITH PROVOCATIVE WINDOW PERFORMANCES, DAZZLING PEDESTRIANS AMID THE SKYSCRAPERS OF MIDTOWN MANHATTAN. ANITA DURST FOUNDED CHASHAMA IN 1995 AS AN ORGANIZATION DEDICATED TO SERVING ARTISTS IN NEW YORK CITY. DURST REALIZED THAT LACK OF AFFORDABLE SPACE WAS THE GREATEST THREAT TO A DIVERSE, DYNAMIC, AND PROVOCATIVE CULTURAL ENVIRONMENT IN NYC. DURST'S VISION WAS TO CONNECT ARTISTS WITH UNTAPPED RESERVES OF VACANT REAL ESTATE: EMPTY STOREFRONTS AND OFFICES LANGUISHING BETWEEN TENANTS.

CHASHAMA FORMED RELATIONSHIPS WITH SOME OF NYC'S LARGEST DEVELOPERS AND PROPERTY OWNERS AND CONVINCED THEM THAT ALLOWING ARTISTS TO USE TEMPORARILY VACANT SPACES ADDS VALUE TO PROPERTIES BY PREVENTING NEGLECT AND DECAY, WHILE INVIGORATING SURROUNDING COMMUNITIES WITH CREATIVE ACTIVITY.

LANDLORDS' DONATIONS ENABLE CHASHAMA TO OFFER SPACE TO ARTISTS FOR FREE OR AT RATES AT A FRACTION OF MARKET VALUES. CURRENTLY, CHASHAMA OPERATES FIFTEEN VENUES THAT INCLUDE A FULLY EQUIPPED THEATER, TWO GALLERIES, FOUR REHEARSAL

STUDIOS, SEVENTY-THREE ARTISTS' STUDIOS, AND THREE STOREFRONTS WINDOW STAGES. FOR THE PAST FOURTEEN YEARS, CHASHAMA HAS ACHIEVED IT'S MISSION OF PROVIDING OPPORTUNITIES TO OVER 6,500 ARTISTS: SPACE TO PAINT, SCULPT, REHEARSE, PERFORM; CASH GRANTS FOR FEES AND MATERIALS; MARKETING AND AUDIENCE DEVELOPMENT FOR THEIR PERFORMANCES AND EXHIBITIONS.

ABOUT RICK KARIOLIC,

FESTIVAL DIRECTOR

BORN IN CHICAGO'S SOUTH SIDE, RICK KARIOLIC SPENT MOST HIS TIME WATCHING MOVIES AND DREAMING OF MAKING HIS OWN. GROWING UP, HE OFTEN BROKE HIS FATHER'S CAMERA TRYING TO GET THE IMPOSSIBLE SHOT. DESPITE A HUMBLE BACKGROUND AND LACK OF FORMAL ARTISTIC EDUCATION, HIS DEEP PASSION LED HIM TO PURSUE A CAREER IN THE CREATIVE AND PERFORMING ARTS.

IN 2002, RICK MOVED TO NYC AND CONNECTED WITH AN IMPROVISATION GROUP THAT PERFORMED AROUND THE CITY. WITHOUT DELAY, RICK PITCHED A SCREENPLAY TO THE GROUP, AND HAD MADE HIS FIRST BIG-CITY FILM. SINCE THEN, HE HAS DIRECTED AND PRODUCED MANY FILMS, RANGING FROM EXPERIMENTAL TO A FEATURE-LENGTH DOCUMENTARY. RICK IS A MULTIDISCIPLINARY FILMMAKER WHOSE MIXED MEDIA FORMAT IS INSPIRED BY THE COLLECTIVE SPIRIT OF FAMILY. HIS IMAGERY FOCUSES ON LIFE SITUATIONS, INCLUDING THE BIRTH OF A CHILD OR THE RESCUE OF A FRIEND, NEVER TURNING OFF HIS HUMANITY OR THE CAMERA TO SHARE IN "REAL TIME" MOMENTS AND EVENTS THROUGH FILM AND PHOTOGRAPHY.

IN 2003, RICK'S PHOTOGRAPHY EXHIBITION "EUROPE" WAS SHOWN AT THE CHASHAMA BLACK BOX. IN 2004, HIS MULTIDISCIPLINARY WORKS WERE FEATURED AT THE BE HERE FESTIVAL IN THE FORMER YUGOSLAVIA AT PERFORMANCE VENUES IN MACEDONIA, CROATIA, SLOVENIA AND SERBIA. IN 2006, RICK RECEIVED A SPACE GRANT FROM CHASHAMA FOR HIS MULTI-DISCIPLINARY EXHIBITION OF "PAINT AND SHOOT." NOW, 2009, ASIDE FROM CREATING THE NEXT FESTIVAL, HE IS CURRENTLY PRODUCING AND DIRECTING A FILM ABOUT THE HISTORY OF 42ND ST