

CENTER FOR ASIAN AMERICAN MEDIA PRESENTS
CAAMFEST 37

CAAMFest37 Presents Exciting Slate of Music and Live Performance Events
Directions in Sound Returns with Up and Coming East Bay Talent

San Francisco, CA (April 9, 2019) - [CAAMFest37](#), the annual festival presented by the [Center for Asian American Media](#) (CAAM), will showcase emerging local musicians, exciting live performances, as well as entertaining musical film programming across the 11-day Festival. The stimulating sonically charged programs celebrate musical innovation and highlight local talent making waves.

CAAMFest is excited to bring live music to the Bay Area by bringing back **DIRECTIONS IN SOUND**, a premiere music showcase in the East Bay. Hosted in West Oakland at the hip new dance spot **7th West** (1255 7th Street, Oakland, CA 94607) on **Thursday, May 16**, DIRECTIONS IN SOUND will include performances from the following up and coming East Bay DJs and musicians:

[ARUMI & LIL WAIFU](#) is a collective for women artists focusing in on world music as a means to reclaim female sex positivity.

[TRKRNR](#) (Track Runner) is a Richmond-based DJ/producer duo that blends modern funk and up-tempo electronic beats.

[GIRL SWALLOWS NIGHTINGALE](#) is an Oakland-based band inspired by fantasy, anime, science fiction and saga.

[AZURE](#) features poetic, conscious lyrics over laid-back jazzy samples.

[AUX CORD](#), founder of Another Party Fam, is blowing up with his signature sound of rap, slaps and party classics.

[CLUB CHAI](#) features eclectic sounds that bridge the gap between South Asian beats and electronic dance music.

Dan Lee (from the rock band [SCRABBEL](#)) premieres **MAGPIES OF SEOUL**, a dynamic, new live music performance based on the Korean fairytale, "Chilseok." This touching story tells the tale of two lovers who get separated and can only see each other one day out of the year, when magpies flock together and build a giant bridge. Supported by the San Francisco Arts Commission. Lee performs **Sunday, May 12** at the **AMC Kabuki 8**.

In addition to live musical performances, CAAMFest brings sound to the screen with two music-centric films:

Diane Paragas' Filipina American musical **YELLOW ROSE** features Tony Award nominee Eva Noblezada as Rose Garcia, an aspiring country singer living in the heart of Texas. The San Francisco premiere is CAAMFest's Narrative Centerpiece, taking place **Saturday, May 11** at **AMC Kabuki 8** with a secondary screening **Thursday, May 16** at **Piedmont Theatre**.

IN THE LIFE OF MUSIC is an alluring musical that tells the story of how one song (Sinn Sisamuth's Khmer hit 'Champa Battambang') plays a role in the lives of three generations. **IN THE LIFE OF MUSIC** plays **Sunday, May 12** at **New People** and **Sunday, May 19** at **Roxie**.

Other live events happening onstage as part of CAAMFest37 include the following:

SELF EVIDENT, the season premiere of a new podcast exploring what it means to be American through Asian America's stories. The debut recording takes place **Saturday, May 18** at **OAAC**.

140LBS: HOW BEAUTY KILLED MY MOTHER, performed by Susan Lieu, brings to light the tragic story of her mother's unexpected death from cosmetic surgery. Lieu takes the stage

Saturday, May 11 and **Sunday, May 12** at **New People**.

The Filipino Channel University and CAAMFest bring together an energizing panel of Filipino artists working in film and the entertainment world for **TFCU TALKS: OWN YOUR NARRATIVE**.

The panel takes place **Saturday, May 11** at **AMC Kabuki 8**.

For more information and to purchase tickets, please visit <http://www.caamfest.com>.

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About CAAMFest:

CAAMFest, formerly the San Francisco International Asian American Film Festival (SFIAAFF), celebrates the world's largest showcase for new Asian American and Asian film, food, and music programs. Annually presenting over 120 works in the Bay Area, CAAMFest presents its 37th year from May 9-19, 2019. For more information, please visit <http://www.caamfest.com>.

About CAAM:

CAAM (Center for Asian American Media) is a nonprofit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible.

CAAM does this by funding, producing, distributing, and exhibiting works in film, television, and digital media. For more information on CAAM, please visit www.caamedia.org.