



#### **For Immediate Release**

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#### **Chicago South Asian Film Festival Celebrates 100 Years of Indian Cinema**

*Chicago, IL – September 16, 2013 – The 4<sup>th</sup> annual Chicago South Asian Film Festival celebrates Indian cinema's centenary with Farooq Sheikh, Priyanka Bose, Abhinav Shiv Tiwari, and Parvesh Cheena on September 20-22<sup>nd</sup> at the Showplace Icon Theaters and Film Row Cinema at Columbia College.*

The release of Dadasaheb Phalke's silent film *Raja Harishchandra* in 1913 set in motion a cultural force that would take Indian society by storm. Film became the medium that unified regions, captivated audiences, and brought the world to the Indian household. And today it remains a cultural stalwart that embraces tradition, innovation, and, of course, song and dance.

One hundred years later, Bollywood has reached a critical milestone as one of the most recognizable industries in the world. Its community of filmmakers and actors has not only seduced filmgoers across borders, but has transcended into an international legion of respected artists. Amitabh Bachchan, A.R. Rahman, Irfan Khan, and Aishwarya Rai as household names amongst worldwide audiences have become testaments to the strength and reach of Bollywood.

The Chicago South Asian Film Festival has played a significant role in expanding this influence in the West since its inception. Over the past three years, the Festival has premiered some of the foremost films, from and by South Asians, giving emerging filmmakers and artists a platform to showcase their works to the world.

Actress Priyanka Bose, whose film *Oass* will premiere at this year's festival taking place September 20-22<sup>nd</sup>, is particularly excited about the position of Indian film in the global market. "It is so refreshing to get a wider audience from all over the world to take interest in our films."

Previous years have brought acclaimed artists including Shabana Azmi, Raveena Tandon, Farooq Sheikh, Lilete Dubey, Adil Hussain, Nandana Sen, Sandeep Sharma, Deepti Naval and Geeta Malik to the largest South Asian festival in the Midwest. Many of these artists have dedicated their art to the advancement of Indian cinema at home and abroad and have supported the festival as a catalyst for the South Asian voice.



This year's festival's lineup of more than 24 films includes the U.S. premiere of *Oass* by director Abhinav Shiv Tiwari, *Club 60* by director Sanjay Tripathy, and *The Reluctant Fundamentalist* starring Kate Hudson, Liev Schreiber, Riz Ahmed, and Shabana Azmi.

Farooq Sheikh, Ami Bhogani, Trupti Bhoir, Sanjay Tripathy, Parvesh Cheena of *Outsourced* fame, and Bose are just some of the artists set to hit the red carpet during the opening night reception this Friday. The weekend will host a number of panels and Q&A sessions with filmmakers.

"Indian cinema has such a rich heritage and has touched so many hearts for so many years," says Bose. "With a lot of importance given to tighter screenplays, I can safely say that we are at the league of spectacular talent worldwide."

Major sponsors include Comcast, Columbia College Chicago and Saavn.

For a more information on the list of attendees and film selections, please visit <http://csaff.org>.

### **About CSAFF**

[Chicago South Asian Film Festival](http://www.csaff.org) is dedicated to fostering a diverse cinematic experience through South Asian films. The Festival was founded in 2010 and is organized by the Chicago South Asian Arts Council Inc. The Festival is held in late September in conjunction with Columbia College Chicago and includes a stellar selection of films and guests, panel discussions, opportunities for filmmakers and film lovers to connect, musical performances, tributes to major artists, and galas. The Festival is committed to providing a groundbreaking cinematic experience for filmmakers and moviegoers alike with the warmth and personal touch that is unique to Chicago. For more information, visit <http://www.csaff.org>.