

**FOR IMMEDIATE RELEASE**

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Asian CineVision

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**Asian American International Film Festival 2016  
Presents FRONT COVER as its Closing Night Presentation**

NEW YORK, NEW YORK - The 39th Asian American International Film Festival (AAIFF), presented by Asian CineVision, is proud to present FRONT COVER as its Closing Night presentation. FRONT COVER tells the story of Ryan Fu, a gay Chinese American who rejects his Asian heritage and has learnt to suppress it to climb up the social ladder. Through talent and hard work, he has attained his dream job as an assistant to a celebrity fashion stylist, Francesca. One day Francesca assigns Ryan to style Ning, an actor who has just arrived from Beijing, for a top magazine photo shoot. Ning dismisses Ryan's initial Western styling and demands Ryan to create an image for him which represents the power of the new China. Their egos and opinions clash resulting in a strained and difficult working relationship.



However, over the following days, they discover that they share a lot in common and a mutual attraction begins to develop. As they fall in love, a Chinese tabloid magazine exposes Ning as gay. Terrified of the impact it will have on his career, Ning begs Ryan to lie for him at a press conference. Ryan must now decide whether to help Ning or stay true to himself.

Directed by Ray Yeung (CUT SLEEVE BOYS), starring New York natives Jake Choi (WOLVES, MONEY MONSTER) and James Chen (WATCHING TV WITH THE RED CHINESE, WE NEED TO TALK ABOUT KEVIN), FRONT COVER is a “bittersweet dramatic comedy that looks at the Asian American experience with humor, irony, and insight.”

FRONT COVER will screen at **8:00 pm** on **Saturday, July 30th** at the **Museum of Moving Image**.

For a copy of the press kit please contact Nicole Bae at [press@asiancinevision.org](mailto:press@asiancinevision.org)  
To learn more about the full schedule of events, visit <http://aaiff.org/2016>.

### **Festival Ticket Information**

Tickets for general admission are \$15. Tickets for seniors (65+), students and handicapped (must present valid ID) are \$11.00. Tickets for ACV members and Community Partners are \$11.00. Tickets are available for purchase on AAIFF’s website. For Opening, Centerpiece, and Closing Night Events, please check website for ticket details.

### **General Festival Information**

The Asian American International Film Festival (AAIFF) is a presentation of Asian CineVision. The festival is a celebration of inspiring Asian and Asian American works in film and video from innovative artists around the world. AAIFF 2015 takes place July 21- July 30, 2016 in Manhattan and Queens. Manhattan venues include: Village Cinema East (181-189 2nd Avenue); Asia Society (725 Park Avenue); Museum of Chinese in America (215 Centre Street); and the Writers Guild of America (250 Hudson Street) Queens venues include: Museum of the Moving Image (36-01 35th Ave, Astoria); and Flushing Town Hall (13735 Northern Boulevard, Flushing).

### **About Asian CineVision:**

Asian CineVision (ACV) is a 501(c)(3) nonprofit media arts organization devoted to the development, exhibition, promotion, and preservation of Asian and Asian American film and video.

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