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GoldenTV

USC ASIAN PACIFIC FILM FEST

SATURDAY, FEBRUARY 1, 2025

**USC SCHOOL OF CINEMATIC ARTS
UNIVERSITY PARK CAMPUS**

ABOUT USC APFF

The USC Asian Pacific Film Fest is a collaborative project between students and alumni to highlight Asian cinema and Asian filmmakers from the University of Southern California. USC APFF seeks to showcase short films that are either produced, written, directed, and/or starring Asian Pacific Islander (API) Trojans or that address topics of interest to the API community by highlighting APIs in the entertainment industry.

All proceeds from this event will go towards the scholarship fund for the Jon M. Chu APAA Cinematic Arts Scholarship, for USC students whose creative work demonstrates a commitment to telling stories about the API community.

ABOUT USC APCA

The USC Asian Pacific Cinema Association (APCA) aims to provide creative and professional opportunities for undergraduate and graduate students interested in any aspect of the film industry. The organization hopes to foster a community of individuals passionate about Asian and Asian American film through collaborative projects, professional networking events, and educational events. APCA focuses on highlighting Asian cinema and culture to foster deeper, complex representations of Asian and Asian American culture.

To contact us, please email: apca@usc.edu

ABOUT USC APAA

The USC Asian Pacific Alumni Association connects and supports USC alumni of Asian Pacific origin and descent with the university and one another through meaningful and relevant programs. The APAA board of directors is comprised of committees focusing on signature events, networking events, scholarship awards, philanthropy and communications. Over the past 40 years, APAA has awarded almost two million dollars in scholarships to more than 800 undergraduate and graduate members of the Asian Pacific Trojan Family.

For more information, please visit: alumni.usc.edu/apaa

USC ASIAN PACIFIC FILM FEST

FEBRUARY 1, 2025

WELCOME REMARKS

APAA SCHOLARS SABRIA JOAQUIN & JAMIE OCHOA - EMCEES
SKY KOGACHI '94, PRESIDENT - USC ASIAN PACIFIC ALUMNI ASSOCIATION
ARRIANAH GALVAN & MITCHELL JUNG - USC ASIAN PACIFIC CINEMA ASSOCIATION

CONVERSATIONS WITH HONORARY JURY

DONALD DEAN '90 - MODERATOR
JESSICA DEL MUNDO - EXECUTIVE, GOLDENTV
JOEL KUWAHARA - CO-FOUNDER, BENTO BOX ENTERTAINMENT

FILM SCREENINGS

MISSING AT SEA - JIAYANG LIU
GROWING UP LOTUS - SEA GIRA
STAR WARS MUSICAL: EMPIRE'S NEW GROOVE - JEFFREY CHIN MFA '16
LOVING DAY- DAEIL KIM MFA '24
AWAAZ OONCHI KARO (LOUDER) - MISHA HASSAN '22
ONE HEART ONE MIND - YUNQI RICHARD LI
WELCOME TO 8TH STREET - YOO LEE '23
THE LIGHTS ABOVE - ALEXANDER CHANG MFA '24

Q & A WITH THE FILMMAKERS

JURY AND AUDIENCE AWARDS

RECEPTION

JURY



Joel Kuwahara is a two-time Emmy award winning producer, with over 30 years of animation experience and credits that include The Simpsons and Bob's Burgers. As Co-Founder and President of Production of Bento Box Entertainment, Joel does what he loves most: work across both the creative and production sides of the industry and collaborate with the larger global animation community. He thrives on teamwork and is always seeking to improve and perfect the way content is produced.



Jessica del Mundo is a writer, producer and senior communications strategist based in Los Angeles. She currently serves as head of marketing, growth and development at Golden Media, parent company of GoldenTV, ChimeTV, Golden Lab and Character Media. A former journalist, Jessica began her career as a writer and investigative news producer for a leading cable news network before pivoting to media relations and creative development. She has spent two decades as an agency executive specializing in entertainment, consumer marketing and brand strategy. Born in Manila and raised in Southern California, Jessica is a graduate of the USC Annenberg School for Communication and USC Dornsife College of Letters Arts and Sciences. ABC News and Good Morning America named Jessica to its annual "GMA Inspiration List." Her other professional honors include the Clio Award, Silver Anvil, Global SABRE, Prism, PRWeek Award, Emmy Award Nomination in News, and USC Women of Distinction Alumni Award.



GoldenTV

IS PROUD TO PRESENT THE 8TH ANNUAL USC ASIAN PACIFIC FILM FEST

Thank you for uplifting Trojan filmmakers and showcasing projects committed to creatively telling stories about the API community!



GoldenTV is the first streaming platform that combines AAPI stories into one limitless, creator-centric home

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FILMMAKERS



MISSING AT SEA

Jiayang Liu: Director (Yunqi Richard Li: Producer)

From Hong Kong, Jiayang Liu interested in bringing Hong Kong and traditional Chinese culture to American settings, creating a cultural cross-pollination that only exists in niche spaces, and specifically topics with religious, cultural, and emotional struggles. "I wanted to make this film to reflect the immigrant experience and homesickness." In this shortfilm, Jason Lu, a Hongkonger living in Los Angeles, works a shift at a restaurant and finds himself in a bizarre situation with an eccentric boss and a mysterious hallway.



GROWING UP LOTUS

Sea Gira: Writer/Director (Jake De La Rosa: Producer/Editor)

Sea is a Thai-American writer-director and producer from St. Louis, Missouri, currently based in Los Angeles, California, pursuing a BFA in Film and Television Production at the USC School of Cinematic Arts. She is passionate about telling poignant stories that stimulate both introspection and social conversation and portraying vulnerable emotions in audio-visual experiences. In this film, when a shocking crime shakes her community's temple, Apple must confront her father and the realization of a growing distance between her and her Thai Buddhist upbringing



STAR WARS MUSICAL: EMPIRE'S NEW GROOVE

Jeffrey Chin MFA '16: Director/Producer

(George Shaw '04: Composer/Producer; Bradford Hill '08: Cinematographer)

Jeffrey is a commercial and feature director whose works have screened internationally at the U.S. Embassy, featured on Good Morning America, and at the Walt Disney Family Museum. He is a protégé late director John Singleton and produced for Emmy-Winning SFGovTV. Jeffrey also directed an international campaign for Spotify x BLACKPINK along with a feature in India. He is currently promoting his California Book Award-Winning Publication *A REBEL'S OUTCRY* in preparation for his next film.

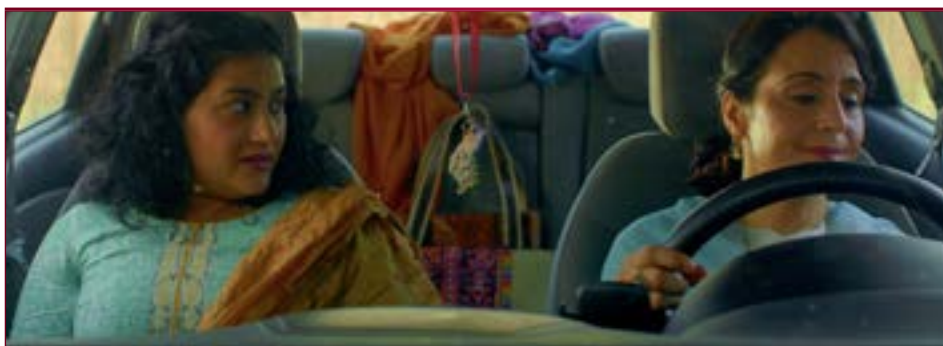


LOVING DAY

Daeil Kim MFA '24: Co-Writer/Director/Producer (Tori Kotsen '24: Co-Producer; Jake Salerno '23: Sound Designer; Christian Duggan '23: Composer)

Daeil is a Korean-American filmmaker and co-founder of Xylograph Films. Kim's cinematography work, *The Things We Keep*, premiered at the 2025 Sundance Film Festival. At 24, Kim made his debut feature, *WHITE DEMISE* (2021), on a \$14,000 budget, was distributed by Gravitas Ventures. A USC MFA graduate and Annenberg Fellow, Kim has received the Sony Future of Cinematography Award, Panavision New Filmmaker Grant, and the Alfred P. Sloan Foundation Production Grant (2024).

FILMMAKERS



AWAAZ OONCHI KARO (LOUDER)

Misha Hassan '22: Writer/Director

(Samhitha Salba '23: Producer; Jessica Chea '22: Director of Photography)

Misha is a storyteller, educator and community organizer who grew up in Lahore, lived in Los Angeles for the last 5 years and is now based in London. Having experience in education spaces and non-profits, They seek to create content which centers on the narratives of South Asian women, queer and non-binary folk and has just completed their first short film. Jugnu, a young Pakistani American woman, has learned to suppress anger her entire life. When forced to meet family, minor inconveniences cause her to reach her breaking point.



ONE HEART ONE MIND

Yunqi Richard Li: Director (Grace Kim: Writer)

Richard is a writer & director who aims to tell understated stories through compelling moving images. Originally from Beijing, China and now attending USC School of Cinematic Arts in Los Angeles, he is particularly inspired by films that explore the themes of memory, uncertainty, and self-actualization. His producing credit includes Missing at Sea, which was selected at the 2024 LA Shorts Film Festival, and Hermit Crab, currently in early festival circuit. In this submission, following his father's terminal cancer diagnosis, a Chinese American student suddenly wakes up in the past and is given a second chance to mend his strained relationship with his father.



WELCOME TO 8TH STREET

Yoo Lee '23: Writer/Director (Xin Li: Producer)

Yoo is a Korean-American writer/ director/ animator. She has written and directed 5 stop motion animated shorts in a period of 4 years before obtaining her MFA at USC in animation and digital design. She is a Film Independent Laika Animation Fellow, Fox Fellow, and her work is currently distributed through New Yorker Screening room and Max (formerly HBO Max). In this film, as newcomers attempt to settle into their New Jersey neighborhood on 8th Street, some odd encounters make them question their decision to move.



THE LIGHTS ABOVE

Alexander Chang '24: Producer

(Luke Salewski: Writer/Director; Avo Kambourian: Producer; Young Li: Cinematographer)

Alex Chang is a filmmaker from Tualatin, Oregon. Born to Korean immigrant parents, he served for 8.5 years in the US Army, deploying to both Afghanistan and Iraq. He left in August 2017 and moved to New York City to study creative writing at Columbia University. During his senior year, he also studied at the BMI Lehman Engel Musical Theatre Workshop hoping to one day write musicals. After graduating, Alex moved to Los Angeles to attend USC Film School, where he graduated with an MFA in 2024. In this film, In the wake of Pearl Harbor, a series of unidentified aircraft sightings over Los Angeles lead a wary journalist to reluctantly pair up with a Japanese-American photographer to prevent another attack.

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