

**AMERICANESE**  
**WORLD PREMIERE AT SXSW**  
**MARCH 11, 2006**

The Universal Complexities And Nuances Of Love That Impact The Lives  
Of Ordinary People...An Asian American Film Triumph

We invite your review and interview consideration for Award-winning writer/director Eric Byler's **AMERICANESE** which will receive its World Premiere at the South by Southwest Film Festival in Austin at 7:00pm, Saturday, March 11, 2006 at the Alamo Downtown Cinema. Byler's screen adaptation of Shawn Wong's controversial novel American Knees, brings forth in a dramatic and evolving fashion, all of the emotions that ordinary lovers experience in their everyday romances...love and hate, jealousy and betrayal, bliss and scorn, separation and longing, etc. This "everyman" love story uses the Asian American community as the backdrop, portraying the parallel lives of two ex-lovers with all of the intricacies of their diverse ethnic backgrounds and heritages. By using all Asian Americans in the leading cast, this is a triumph in Asian American filmmaking.

The impressive cast for **AMERICANESE** includes Academy-Award® Winner, CHRIS TASHIMA (*Visas And Virtue, Day Of Independence*); JOAN CHEN (*The Last Emperor, Twin Peaks*); KELLY HU (*X-Men II: X-Men United, The Scorpion King*); ALLISON SIE (*Enemy Of State, Anywhere But Here*); Emmy and Golden Globe nominated BEN SHENKMAN (*Must Love Dogs, Angels In America*); SAB SHIMONO (*Gung Ho, Come See The Paradise*); and MICHAEL PAUL CHAN (*Joy Luck Club, The Insider*). Producer LISA ONODERA (*Picture Bride, The Debut*) has championed the project since its inception. "An exciting new generation of Asian American filmmakers is bringing mainstream attention to universal stories that center around Asian American characters."

Byler's first feature, *Charlotte Sometimes*, was lauded by Roger Ebert as "a relationship picture that plays like an emotional thriller." The film won several film festival awards and was nominated for two Independent Spirit Awards, the John Cassavetes Award for Byler, and Best Supporting Actress for Jacqueline Kim. Byler commented, "**AMERICANESE** gives us a sneak preview into the realities of tomorrow as we become more and more racially and ethnically mixed in the 21<sup>st</sup> century."

"After meeting Eric, I knew I had to work with him," declared Kelly Hu. "I saw *Charlotte Sometimes* and had great confidence in Eric's unique ability to explore the nuances in human relationships."

Critically acclaimed actress/director Joan Chen said “**AMERICANESE** is a great story, and provocative of a discussion that I’m interested in. I was drawn to my character because she is very mysterious. Her secrets are not fully explained, but under Eric’s direction, the screen should be pregnant with her past.”

The leading male is played by actor/director Chris Tashima, who won an Oscar for his short film, *Visas and Virtue*, in 1998. “What’s exciting here is that we have a romantic leading man who doesn’t fit the traditional images of super-macho martial artist or impotent nerd. He’s a regular American guy wrestling with life, love and women. I can relate to that.”

The leading female, played by Allison Sie, represents another cinematic first. “She is an honest portrayal of a *Hapa* [half-Asian] woman,” notes Sie. “She can be awkward, graceful, sexy... all those things, without being fetishized.”

**AMERICANESE** is a subtle wake up call to American cinema. Interlaced in a complicated love triangle, Byler manages to take the extraordinary topic of racism in America and serve it up in a deceptively ordinary way. **AMERICANESE** has been selected as the Opening Night Film at the 24th San Francisco International Asian American Film Festival later this month.

The SXSW World Premiere of **AMERICANESE** will be held at 7:00 p.m. Saturday, March 11<sup>th</sup> at the Alamo Downtown Cinema (409 Colorado Street), then again at 9:15 p.m. Monday, March 13<sup>th</sup> at the Alamo Downtown Cinema, with the final showing at 2:00 p.m. Wednesday, March 15<sup>th</sup> at the Alamo Downtown Cinema.

Attending the SXSW Festival will be director Eric Byler, Producer Lisa Onodera as well as stars Chris Tashima and Allison Sie. They will be available for interviews in on the phone in advance as well as in person on site.

For any questions or press materials, to schedule an interview or to review please contact Gary Springer +1-914-659-4802 [gary@springerassociatespr.com](mailto:gary@springerassociatespr.com).

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