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## **FROM DEEP, NEW DOCUMENTARY ABOUT THE MERGER OF BASKETBALL AND HIP HOP, TO PREMIERE THIS SPRING**

*From Deep*, a new feature-length documentary essay about basketball's evolution in American history and culture, from an indoor New England novelty, to a Midwestern small town phenomenon, to an outdoor city game, with emphasis on its merger with hip hop in the mid-1980s and the rise of Michael Jordan as the world's first corporate-branded athlete, will premiere this spring internationally. *From Deep's* World Premiere takes place **Saturday, March 29<sup>th</sup>** at the 2014 **Ann Arbor Film Festival** and its Canadian Premiere will be **Saturday, April 19<sup>th</sup>** as the Closing Night Film for the 2014 **Images Festival** in Toronto.

Using basketball as an entry point into larger discussions of collective identity, race, and fandom, *From Deep* combines elements of the personal essay and the mixtape to illustrate the shifting relationship between social, cultural, and political forces and developments in America. Part cultural history, part reflection on the game as part of everyday life, *From Deep* unites two interrelated developments from the mid-80s which together propelled basketball to its prominent position in the American (and global) consciousness: Michael Jordan's entry into the NBA, and hip hop's movement from counter-cultural margins to the mainstream. The parallel ascent of the sport and the music genre is traced through a vast array of clips culled from movies, music videos, news footage, highlight reels, and video games, and iconic songs such as Kurtis Blow's *Basketball* and Run-DMC's *My Adidas*. Providing poetic counterpoint are documentary "moving snapshots" of neighborhood pickup and streetball games around the country: from the small towns of Indiana, to playgrounds in Hartford and Akron, indoor gyms in Springfield, Mass. and Louisville, improvised makeshift courts on parking and abandoned lots in Cleveland and Pittsburgh, and famous outdoor blacktops like Baltimore's Druid Hill Park and The Cage at West 4<sup>th</sup> Street in downtown New York, among others.

"*From Deep* is like sitting next to your smartest friend during the game, the work with all the relevant stats and obscure facts, broadening the game into an exploration of wider cultural symbols and one's own involvement with them" (Christy LeMaster, CINE-FILE).

"Shifting 'between essay and mixtape,' the film balances exhaustive research with immensely entertaining pop culture source material... *From Deep* is both an appreciation of the game, its history and aesthetics and an incisive analysis of its culture—ranging from the economic system of star players as commodities and brands to the complexities of race in the game's popularity and marketing and the tremendous influence of the game on so many facets of American life in the last generation." (Images Festival)

For more info, including clips, downloadable stills, etc, visit:  
**WWW.FROMDEEP.NET**

**ABOUT THE FILMMAKER:** Brett Kashmere is a Canadian-born, Pittsburgh-based filmmaker, curator, and writer. Combining traditional research methods with materialist aesthetics and hybrid forms, Kashmere's experimental documentaries explore the intersection of history and (counter-) memory, popular culture, geographies of identity, and the politics of representation. His 2006 video essay, VALERY'S ANKLE, which examined the spectacle of hockey violence in North American media, has screened internationally at festivals, microcinemas, cinemathèques, and galleries, and was named one of the top ten "Underseen, Underdiscussed" films of the decade in CINEMA SCOPE magazine. Kashmere's new project, FROM DEEP (2013) continues his foray into the skein of sports, identity, and nationality.

**ABOUT THE FESTIVALS PREMIERING *FROM DEEP*:**

The Ann Arbor Film Festival is the longest-running independent and experimental film festival in North America, established in 1963. Internationally recognized as a premiere forum for independent filmmakers and artists, each year's festival engages audiences with remarkable cinematic experiences. Thousands of influential filmmakers and artists have exhibited early work at the AAFF, including Kenneth Anger, Agnes Varda, Andy Warhol, Gus Van Sant, Barbara Hammer, George Lucas, Les Blank, Matthew Buckingham, and James Benning.

Established in 1987, the Images Festival is the largest festival in North America for experimental and independent moving image culture, showcasing the innovative edge of international contemporary media art both on and off the screen. Images has presented thousands of vanguard media-based projects in its 26-year history and is committed to an expanded concept of film and video practice: Alongside film and video screenings, the festival presents groundbreaking live performances, media art installations in local galleries and new media projects by many renowned Canadian and international artists.

**World Premiere!**  
**ANN ARBOR FILM FESTIVAL (Ann Arbor, MI)**  
5pm Saturday, March 29  
@ Michigan Theater (Main Auditorium)  
[http://aaiffilmfest.org/52/events/from\\_deep](http://aaiffilmfest.org/52/events/from_deep)

**Canadian Premiere + Closing Night Film!**  
**IMAGES FESTIVAL (Toronto, ON)**  
9pm Saturday, April 19  
@ Jackman Hall, Art Gallery of Ontario  
[http://www.imagesfestival.com/calendar.php?event\\_id=1265&month=n](http://www.imagesfestival.com/calendar.php?event_id=1265&month=n)

**Artist Talk: Jennifer Chan + Brett Kashmere**  
**IMAGES FESTIVAL (Toronto, ON)**  
3pm Thursday, April 17  
@ 401 Richmond Street Bldg  
[http://www.imagesfestival.com/calendar.php?event\\_id=1244&month=n](http://www.imagesfestival.com/calendar.php?event_id=1244&month=n)