

South Asian Video Music Night At FILMI

The 9th Annual FILMI South Asian Film Festival (FSAFF) will be presenting Canadian premieres of Snoop Dogg and Akshay Kumar's "Singh Is Kinng" music video produced by Cashmere Asia, and Devendra Banhart's "Carmensita" starring Natalie Portman, as part of FILMI's debut music video night.

The night of music videos, programmed by well-known Canadian music personality Raoul Juneja (a.k.a. Deejay Ra), was introduced to celebrate South Asian artists and South Asian themed music videos from across Canada

and around the world. FILMI is currently the longest running South Asian film festival in North America, and the first film festival to introduce an international South Asian music video segment.

The FILMI music video night will also feature a world premiere of Canadian reggae sensation Roach Killa's new video with international music legend Apache Indian, in addition to screening "Rambo" by Vancouver's Jazzy B, the best selling bhangra artist of all time. "Rambo" is the biggest budget Indian music video ever filmed, and was directed by Toronto's

Jazz Virk, who got his filmmaking start at FILMI over ten years ago.

Additional featured videos include a single by Toronto's Zameer band in support of the Canadian Paralympic Foundation, starring Canada's Paralympic gold medalists Paul Rosen and Bradley Bowden. Winnipeg's IshQ Bector, a household name in India, also brings FILMI the world's first hip-hop music video rapped entirely in Hindi, alongside none other than Bollywood legend Shakti Kapoor. □