This presentation focuses on cinematic output from the Asian region - increasingly a force in global media production and the exchange of cultural understanding. Two key themes will be discussed.

Firstly, I work toward a conception of an Asian aesthetic in contemporary film. My search is for images and motifs that lead us toward an understanding of how identities are constructed and how, in what is being cited as "the Asian Century", we see ourselves and others.

Secondly, I revisit earlier debates on Orientalism and Occidentalism to see whether the concepts still have salience in unearthing why and how 'Asian cinema' stands apart from its Western counterparts. Through a text-based analysis of contemporary Asian films, and a more focused study of filmmakers such as Korea's Park Chan-wook and Hong Kong's Wong Kar Wai, I illustrate how individual filmmakers work within a transnational industry to produce works that maintain a recognisable cultural aesthetic, thus continuing an Asian presence on global cinema screens.