

INTERVIEW: PETRA JOY

Feeling It, Not Faking It

Behind the scenes with director Petra Joy and her new releases



JOY EMBARKED UPON HER MISSION, of creating films for the female perspective when she grew tired of watching scenes of women gagging, with the predictable ending of the standard cumshot on the face. More and more, mainstream porn was becoming repetitive and uncreative, so Joy decided to add a woman's touch. "To me, the key criteria is to completely change the focus from male satisfaction to female pleasure," Joy said. "During my shoots the most important thing on set is that the women come, and not that the men are always rock hard and can come on cue, producing the seemingly so important money shot. I also want to offer the female viewers images that they desire." Her two new DVD releases, *Female Fantasies* and *Feeling it! not faking it*, take a different turn off the standard path of production. The characters are real. "My motto is 'feeling it, not

Passionate and personal are two words usually not affiliated with porn. Take out the cumshot and what have you got? Well, welcome to a new land where porn is **FOCUSED ON FEMALE PLEASURE** rather than male satisfaction. A place where women come first . . . literally.

faking it!' so I choose to shoot with real-life lovers as I want to capture genuine chemistry rather than sexual acrobatics and over-the-top and often faked orgasms," Joy explained. The Brighton-based producer labels her films as "art core," while she splashes her scenes with creativity. She aims to blur the boundaries between porn and art by mixing subtle erotic images with hardcore sex, while taking great care in lighting scenes or colour grading in post-production to create warm colours and a unique feel in the films. Joy explained her view of mainstream porn, versus her films. "In *Female Fantasies* a woman is pampered by two guys in a car wash. I knew that the classic porn solution would have been a "spit roast" and chose not to go down that route but to show her being pampered by the guy's tongues and hands only - no blow job or double penetration in sight. In *Feeling it! I* show how a guy gets anally stimulated - I show the use of lube (too often forgotten in anal scenes

words: bianca fox • pictures: petra joy