



which results in the viewer copying an anal scene, experiencing pain and never trying it again.) I do also feature the use of condoms as I do believe in and promote safe sex." Explaining that her biggest sex organ is between her ears and not her legs, Joy takes another turn off the standard

path that leads her to connecting with her performers on a mental and emotional level prior to production. Joy meets with the performers numerous times before a shoot, in order to build trust. Joy requires that the performers are sexually liberated and enjoy living out their fantasy to be filmed during sex, while also having a passion for the project and her approach to porn. "They have to have guts not to fake it but to feel it on set," Joy said. "Their input is invited - as it is very much up to them what happens sexually as I have no list of positions or camera angles I need to cross off. This is a very intimate way to work." Joy has high hopes for marketing her new releases. Her goal is to reach her desired audience - women and men who see themselves as erotic connoisseurs wanting innovative and luxurious erotica rather than assembly line porn. She is armed with one weapon that will assist her in this marketing tactic, while also proving that porn can be art - the skill of breaking into mainstream news. Joy said that she has become a credible spokesperson for the new and creative facets of the porn industry, so consequently the mainstream media takes great interest in her. She has also been featured eight times on German TV alone. This mainstream publicity on up-market TV stations such as ARTE, rather than in the tabloid press, helps to reach her key audience. "The market is massive and has always been underestimated," Joy explained of women friendly porn. "Women are starved for tailor-made erotica and porn and as there has hardly ever been a pin-up culture for women (showing men as the objects of desire) we have a long way to go until the market is saturated."

The only struggle that Joy faces within her production is distribution, she said. Due to UK and German licensing laws, she cannot sell her

"hardcore" R18 films to the public but only to wholesalers who then sell it to shop owners. "These buyers are usually male and only care about buying films that will give them a hefty profit - they are not concerned about quality and content," she added. "It is hard to compete with mass-produced porn that the wholesalers can buy for as little as €1 per DVD. As I spent around 40.000 euros on a film, I need to sell many thousand copies of each title at wholesale prices just to break even. This puts a lot of pressure on me and results in me recovering costs but not making a profit yet. If I could sell my films to the public via my website, I would be much

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better off economically." Joy hopes that the licensing laws in Germany and the UK will change and allow her to sell films directly to the public, provided that she applies an age check. "It is about quality, not quantity," Joy exclaimed. "The next revolution that we are actually in the heart of right now is the creation of erotic visuals by women and for women rather than leaving porn firmly in male hands. Women are over 50 percent of humankind, and more and more women want to liberate themselves sexually and experiment - so the sky is the limit!"

