

has fully embraced its own British female porn producer, Anna Span, and that Anna is being increasingly successful. But I think the UK market is very focused on UK products and not yet really open to exciting new films with a different look and feel from the continent. I encourage sellers to give their customers a choice rather than sell the same films all the time.

**ETO: How do you think the mainstream adult industry will react to Her Porn?**

**PJ:** All my existing distribution contacts in German-speaking countries are interested in this title. However the problem is that due to the credit crunch, the offers for the wholesale price are low. It is a difficult situation because this high end product is expensive to produce. Being a double disc, with the main feature running 110 Minutes and the 90 minute second disc featuring interviews with all filmmakers and more special features, the production and duplication is very expensive but no-one seems to be willing to pay more for this high end product than for a simple single DVD gonzo production.

I don't think it is wise to compromise quality in tough economic times like these. 'Value for money' means, for me, to go the extra mile and create unique products that will genuinely satisfy the consumer. If I was just thinking about the profit margin, I could have halved the running time and not shot any of the interviews or created a booklet with info on the filmmakers - but then I would not be anywhere near as proud of this high end production as I am now. To me it is more important to create something that is unique and exciting rather than to churn out a mass product that might on the short run generate the biggest profit. It is about taking pride in my work as a filmmaker, curator and publisher and creating a film that will leave a lasting impression.

**ETO: Why are you promoting Her Porn under the 'Petra Joy Presents...' label?**

**PJ:** I used to publish my films under my label Strawberry Seductress, but the press wanted to know who was behind the films and suddenly and unexpectedly 'Petra Joy' became a household name and a well-known brand. 'Petra Joy' stands for high quality and artistic porn from a female perspective. Apart from being a film producer, I have embraced some new roles. My panel appearances and workshops all over Europe have made me better known as a female porn expert. I was recently even invited by the Birds Eye View Film Festival in London to talk at the ICA about 'sex on the screen'. Because my viewers know that I stand for innovation and quality rather than commercial porn my recommendations are seen as a seal of quality and I utilise this to help other female filmmakers.

**ETO: Are you looking to establish Her Porn as a series or do you see this as a one-off 'promotional sampler' for all of the female filmmakers?**

**PJ:** Her Porn is not just a

## Her Porn Track Listing

- 1 Not So Tenders Is The Night, from Ecstatic Moments (Marianna Beck)
- 2 Unplug, from IKU (She Lea Cheng)
- 3 A Tight Fit, from One Size Fits All (Candida Royalle)
- 4 Tried and Tested, from Trial Run (Marianna Beck)
- 5 The Blindfold, from Female Fantasies (Petra Joy)
- 6 Ecstasy In Berlin, from Ecstasy in Berlin (Maria Beatty)
- 7 Rebirth, from IKU (Shu Lea Cheang)
- 8 Eat Me, from Trial Run (Marianna Beck)
- 9 Faces of Ecstasy, from Orgasm-Faces of Ecstasy (Marianna Beck)
- 10 The Apple (Emilie Jouvét)
- 11 Raw Fish, from IKU (Shu Lea Cheang)
- 12 Strap-On Motel, from Strap-On Motel (Maria Beatty)
- 13 Love On The Beach (Maria Llopis)
- 14 Art-Core, from Feeling It (Petra Joy)
- 15 Bonus Scene: Forbidden Fruit, from Gefangen im Analkerker (Horst Braun)

promotional sampler. Most clips on this compilation are so far unpublished complete short films. This has nothing to do with cheaply produced DVDs showing snippets of films in order to flog the main feature. Her Porn is organic and all the films work together as a whole, giving a great overview of the last decade in female erotic film-making. Most importantly the interviews give a rare insight into the vision of each of the featured filmmakers. This is crucial for the female audience as with porn for women the directors are the 'stars' rather than the performers.

The female viewers really want to know what makes us tick and what our message is.

So in this way the special features disc is equally as relevant as the main compilation disc. It is a document of our changing times where women are finally getting behind the camera to shoot sex from their perspective and are allowing themselves to become voyeurs rather than just being the objects of desire all the time.

**ETO: If you were to do another Her Porn, would you look to highlight different filmmakers or more scenes from the ones on volume one?**

**PJ:** I am already planning Her Porn volume two, featuring other accomplished and emerging female filmmakers. I feel like I have discovered a treasure trove - the more I look and dig, the more treasures I find. Some filmmakers that have a back catalogue of 20 or more titles and are extremely accomplished, such as Candida Royalle and Maria Beatty, might contribute another short film but mostly new filmmakers will be featured.

**ETO: If Her Porn is a huge success, do you plan to publish more work from the filmmakers included on the DVD?**

**PJ:** I will publish some of Marianna Beck's films, digitally re-mastered and with new titles and cover designs. The first one I will bring out in a few months is Free Love, Marianna's sexy feature about an open relationship. I have already been contacted by other filmmakers who would like to be published under the Petra Joy label.

**ETO: How will you be marketing Her Porn to consumers?**

**PJ:** I and the compilation will be featured in the Observer Woman and the German edition of Cosmopolitan,

which are both doing stories on 'porn for women'. The journalists used the compilation as a research tool. I think what makes Her Porn so valuable to viewers is the huge variety of scenes and styles and the interviews with the filmmakers.

Everybody will find at least one or two scenes that they like and will then be able to explore these filmmakers or genres further. People will realise there is not just one kind of porn for women and people who might have previously been disappointed by the genre might have their faith restored.

**ETO: Are you looking for a UK or European distribution company to take on the trade distribution for Her Porn? Either way, how can retailers buy copies of it now?**

**PJ:** I have been talking to some of the big distributors but nothing has been decided yet. For now I will distribute this title myself though I am open to offers and suggestions. The press release, cover and screeners are available on request. Just call me on 07960 346736 or email me at [petra@petrajoy.com](mailto:petra@petrajoy.com) and I will be happy to help. In the long term, I would really like to delegate distribution so I can concentrate on my creative projects and doing the PR - both my fields of expertise.

**ETO: Last year was good for you personally, winning several awards. Do you think getting recognition in this way helps you get taken more seriously commercially or does it just increase your profile?**

**PJ:** It was great to win the awards. - the UK award was for my first soft release, Sensual Seduction, and I won an award at Venus for 'pioneering achievements in adult films for women'. It feels good to be accepted and appreciated by the industry as an innovator although I don't believe that any of the awards help to increase orders from distributors and shop owners. They tend to stick to what and who they know.

**ETO: You have been highly visible at the last two Erotica shows, running seminars on porn for women. Do you have plans to do it again this year?**

**PJ:** Erotica has been a fantastic experience as it is one of the few opportunities I have to sell to the public and deal with customers face to face. The feedback is invaluable. My workshops - What Women Want: Porn from a Female Perspective and Make Your Own Creative Porn - were

jam-packed. This year Erotica will not have the upstairs gallery area so there are no seminar rooms. But I will share a downstairs venue with the Fantasy Boys and run a make-over experience called Sluts and Goddesses for women only. This will be a playful and fun event where women can transform themselves with the help of my dressing up box into the female archetypes of 'slut' or 'goddess' and then be photographed by me.

**ETO: Didn't you also run your workshops in some European adult stores last year?**

**PJ:** Last year I did a women-only workshop, Make Your Own Creative Porn, at Mail and Female in Amsterdam. The workshop sold out in two days. 50 women came and three TV stations, four newspapers and two magazines covered the event. The publicity was unbelievable. I also did a women-only event at the Beate Uhse Sex Museum on the eve of the Venus trade show in Berlin. I talked with my performer and friend Belle on porn from a female perspective. We had a butler in the buff serving the ladies champagne and strawberries and the turnout was great. It was nice to do something just for women when most of the entertainment at Venus is for men.

**ETO: Will you be running any more seminars with retailers this year?**

**PJ:** There has been talk with Harmony to do a launch for Her Porn in their flagship store. It looks like I will be doing a presentation of What Women Want in Zurich at one of the Treasure Island shops and one in Vienna at Magnolias, a brand-new upmarket women's sex shop. There are also plans to return to Mail and Female in Amsterdam and to the Pornfilmfest in Berlin with new seminars.

**ETO: Apart from the obvious profile building, what do you personally get out of running these workshops?**

**PJ:** I enjoy empowering other women to make their fantasies come true and express themselves. The more women pick up a camera and shoot their fantasies, the better. We have a long way to go to redress the balance. One day 50 per cent of all porn films will be directed by women and I look forward to that. It is also nice to meet women face to face who tell me that my films have changed their lives and inspired them to explore and experiment. That's even better than winning an award.

**ETO: Are you open to other offers regarding conducting workshops or seminars in the UK?**

**PJ:** Yes, I would love to run more seminars, workshops and presentations. These events are very popular with the public and the press loves them too, so you have the added bonus of positive publicity as well as providing a service for your happy costumers and boosting sales. Just call or email me - I will be happy to help and can tailor-make events for your needs.

**For further information on Her Porn or Petra Joy's seminars and workshops, call her on 07960 346736, email [petra@petrajoy.com](mailto:petra@petrajoy.com) or visit [www.petrajoy.com](http://www.petrajoy.com)**