

SUBJECTS *of* DESIRE

CORPORATE SCREENING EVENT PROPOSAL

Bring the award-winning film to your workplace



HUNGRY EYES MEDIA



ABOUT THE FILM

Subjects of Desire explores the cultural shift in North American beauty standards towards embracing Black female aesthetics and features while exposing the deliberate and often dangerous portrayals of Black women in the media.

From society's new fixation on the 'booty', fuller lips, the dramatic rise of spray tanned skin, ethnic hairstyles, and athletic bodies, some argue that Black women are having a beauty moment. But others, primarily Black women, argue that traditional Black features and attributes are seen as more desirable when they are on White women.

Told from the point of view of women who aren't afraid to challenge conventional beauty standards, the film is partially set at the 50th Anniversary of the Miss Black America Pageant, a beauty pageant that was first created as a political protest.

[WATCH TRAILER](#)



Subjects of Desire is a culturally significant, provocative film that deconstructs what we understand about race and the power behind beauty.

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AWARDS AND RECOGNITION

AWARDS

Top 10 Audience Award - Hot Docs

Cultural Spirit Award - New Hope Film Festival

Best Documentary - DC Black Film Festival

Best Documentary - San Francisco Black Film Festival

DOXX Award for Best Documentary - Tallgrass Film Festival

Best Documentary - CineFAM Film Festival

Canada's Top 10 Films - Toronto International Film Festival

Most Influential People in Canadian Film - The Globe and Mail



NOMINATIONS

Grand Jury Award for Best Documentary - SXSW

Best Documentary - Bentonville Film Festival

Best Canadian Documentary - Calgary International Film Festival

Mind the Gap Award - Mill Valley Film Festival

Spirit Award - Mill Valley Film Festival

Gordan Parks Black Excellence in Filmmaking - Tallgrass Film Festival

Best Documentary Audience Award - American Black Film Festival

Best First Feature Documentary - Pan African Film Festival

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NOTABLE PRESS MENTIONS

"The 50th Miss Black America pageant is backdrop to a nimble, idea-packed doc that acts as an excellent primer on Blackness and the beauty ideal."

VARIETY

"In a great way, it's like getting a semester's worth of discussion ideas about the topic in 100 minutes, as conveyed through experiences, knowledge, and wisdom of the Black women who are interviewed and celebrated."

 RogerEbert.com

"Fascinating, educational, and insightful, Subjects of Desire should be seen widely and considered thoughtfully by people of all colors, not least to make small inroads in reframing the weight placed on Black women to contort themselves into what is expected of them."

 ALLIANCE OF
WOMEN FILM
JOURNALISTS

"In Subjects of Desire, the 50th Miss Black America pageant provides a springboard to explore a cultural shift from past stereotypes of Black womanhood to today's Black girls and women embracing African aesthetics, from Black natural hairstyles to skin tone."

THE
Hollywood
REPORTER

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GUEST SPEAKERS



Host and Facilitator:

Karlyn Percil, CEO, KDPM Group and Founder, SisterTalk Group and Leadership Academy as seen on Oprah's Lifeclass

"For many Black women and women of colour, living and leading their lives at work comes with a systemically influenced emotional tax and fatigue. This is further compounded by race and gender, supported by systemic and structural forms of racism, sexism, and other forms of intersecting identities. This kind of systemic discrimination is faced at all levels by many leaders of colour impacting their economic equity, psychological well-being with potential long term impact on their career journey."



Featuring:

Award-winning Director, Jennifer Holness, Founder of Canada's Black Screen Office, Globe & Mail's 2022 Most Influential People in Canadian Film

"At Hungry Eyes Media we believe films can play an important role in building cultural capital in ways that can lead to positive social change."

WHAT CAN THE FILM DO?

Subjects of Desire can support People & Culture departments and deepen Equity and Inclusion mandates by bringing together groups of corporate women to share a safe space where they can celebrate Black women's beauty, voices and power, and where they can re-commit to authentic understanding and allyship.

THE FILM WILL:

- 👤 unpack media misrepresentation, biases, and negative stereo-types of Black women
- 👤 educate around damaging cultural appropriation trends
- 👤 celebrate Black women, their beauty, their power, their stories
- 👤 inspire interracial conversations and build allyship around the themes explored in the film
- 👤 strengthen brand awareness and corporate culture to be more inclusive and understanding of the lived experience of Black women



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IN THE LOOKING GLASS

Extreme and pervasive stereotypes of Black women have endured in North America for centuries, framing our collective consciousness about the very nature of Black women.

- ❖ **The Mammy** myth depicts Black women as a servant, happy to put her master's needs before hers. This character created as a response to critics of slavery's harshness, was used to show that Black women were actually content with their lives.
- ❖ **The Jezebel** myth portrays Black women as promiscuous- sexually insatiable, available, and slutty. This character was created during the slavery period as a way to justify sexual abuse towards enslaved Black women.
- ❖ **The Sapphire** more commonly known now as the "angry Black woman" is an irrational and emasculating woman, always expected to be negative and angry.



IN THE LOOKING GLASS



As Black girls and women attempt to navigate this narrow and damaging maze of tropes that dominate mainstream media, they encounter a funhouse mirror of sorts- barely recognizing the distorted images that stare back.

To further complicate issues of Black female identity, cultural appropriation by women of other races is an ongoing phenomenon. Blackfishing (as it's commonly called now) has happened throughout history with contemporary examples spanning from Bo Derek's 'exotic' braids in the movie '10' to more recent examples of the Kardashian-Jenner family.

MORE THAN JUST HAIR

For most Black women, hair is a lot more than just hair. It is political and can cause barriers in the workplace due to discrimination.

In the US, the national CROWN Act (Create a Respectful and Open World for Natural Hair) provides protection for race based hair discrimination. So far, in Canada, there isn't any similar sweeping federal rule but people are pushing for that to change. In Ontario, MPP Jill Andrew presented a petition called "Protecting Our Crowns" to the Ontario Legislative Assembly this March.



US House passes Crown Act which would end hair discrimination

Zara employee accuses store of discrimination over her hairstyle

A Black AGO worker was told her hair could 'scare' customers. The gallery agreed that was discrimination and promised to do better. A year later, she's still fighting for justice

WHAT YOUR EVENT COULD LOOK LIKE

An In-person or Virtual Screening (89 mins)

Host an in-person screening of the film at your workplace or in a nearby theatre or, set up a virtual theatre branded with your corporate logo for individual viewing (3 month window).

A Post-Screening Session with Karlyn Percil & Jennifer Holness (60-90 mins)

Sessions can be organized in a number of ways from a casual Q&A / interview with the director to a more formal workshop with breakout rooms and activities. We will co-design this with you to best suit your needs!

Who this is for: C-Suite leaders, DEI, HR, People and Culture Leaders, Corporate Women's Groups, Black Employee Resource Groups

When: Bookings are open for anytime.
Potential commemorative dates that can be tied into your event include **Viola Desmond Day** (Nov. 8), **International Women's Day** (Mar. 8), **Black History Month** (Feb)



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BASE PRICING

Three Month Screening License Fee	\$1200
Coordination & Admin	\$800
Karlyn Percil Facilitation Fee	\$5500
Jennifer Holness Guest Speaker Fee	\$5500
Customized Workshop Materials	TBD

Jennifer Holness

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