

virgin**MOON** entertainment Inc



my Nappy ROOTS

A journey through Black Hair-itage

RUNNING TIME: 78 MINUTES

Production Notes

Contact:

Regina Kimbell
Virgin MOON entertainment
13945 Enadia Way
Van Nuys Ca 91405
(818) 785-3116
Reginakimbell@aol.com

www.mynappyroots.com

SYNOPSIS

My Nappy ROOTS: A Journey Through Black Hair-itage, a stylistic, new, feature length documentary, places black hair under a magnifying glass and examines more closely the social and cultural roots of African-Americans.

The film illuminates the significance and pride of African hair traditions prior to the first arrival of enslaved Africans to America, where the broader struggle of Black people began. This cultural and social struggle created the rise of the first great black entrepreneurs and the billion-dollar ethnic hair care industry that exists today.

Starting with the first attempts of black hair styling, *My Nappy ROOTS* displays an array of various techniques and styles including the conk and press and curl, the afro, the jheri curl, and dreadlocks. Each distinctive style marks a distinctive time in American history, politics, and African American culture. Exploring beyond the surface, *My Nappy ROOTS* delves internally into the mindset that created the never-ending debate of "good hair vs. bad hair" and the role media plays as the instigator. From the start of the film, an underlying theme of overcoming obstacles develops into an inspiring story of success and business that does not end. Instead, it raises the question of "where do we go from here?"

My Nappy ROOTS tells its story largely through the voices of celebrities, historians, authors, journalists, comedians, hair stylists and business leaders who shape the black hair care industry. Filmmakers Regina Kimbell and Jay Bluemke assemble an amazing line-up of celebrities (Kim Fields, Patti LaBelle, Vivica A. Fox, Malcolm-Jamal Warner to name a few), historians, authors, journalists, comedians, skilled hair stylists and barbers, industry business icons, and the ordinary client to provide historical, professional, and personal accounts on their Black hair journey. The black hair industry, which is always passionate, sometimes outrageous, and often humorous, can be considered the liberation of Blacks in the United States. This liberation is not only captured on film but experienced from beginning to end with *My Nappy ROOTS: A Journey Through Black Hair-itage*.



Abbreviated press

FILMMAKERS

Producer

Regina Kimbell

Co-Producer

Jay Bluemke

Directors

Regina Kimbell

Jay Bluemke

Director of Photography

Regi Kimbell

Editors

Jay Bluemke

Morgen Kassel

Original Essay

Brighton Kimbell

Music Composer

Wendell Kimbell, Global Tribe MUSIC

Associate Producers

Alice Fuller

Shirlena Allen

Lafayette Jones

FEATURING

Ananda Lewis
Cherrell
Elise Neal
Ella Joyce
Kim Fields
Lalah Hathaway
Malcolm-Jamal Warner
Patti LaBelle
Tommy Chunn
Vivica A Fox

Art Dyson
Barry Fletcher
Bernice Calvin
Bianca Taylor
Big Bad D
Bernard Bronner
Candace Matthews
Ms. 'Color me' Vic
Dave Gordon
David Humphries
Ed Gardner
Frank Davies
Fred Ellis
George Johnson
Gary Gardner
Goodie
Dr. JoAnne Cornwell
Jacqueline Tarrant
John Gooden
John Williams
Dr. Katie B. Catalon
Lafayette Jones
Latoya Pearson

Mr. Little
Little Willie
Kevin Carter
Kim Kimble
Mr. Kim
Michael Jacobson
Neal Harris
Oran Z
Sam Enon
Shirlena Allen
SteFon O'Neal
Steve Noss
Tre' Majors

A'lelia Bundles
Dr Victoria Holloway Barbosa
Congresswoman Caroline Kilpatrick
Dr. Esi Malika Salaam Ambolley
Rev John Smith
Kwaku, PhD.
Dr. LaBaaba Odilyn
Prof. Maxine Powell
S Pearl
Rev. Sidoine Smith
Dr. Suzar
Professor Tendai Johnson
Trisha R. Thomas
Dr. Reiland Rabaka

THE BACKSTORY:

The National Association for the Advancement of Colored People (NAACP) Annual ACT-SO, competition sparked the birth of ***My Nappy ROOTS: A Journey Through Black Hair-itage***. Regi's then 16-year-old daughter Brighton Lynscot faced her own hair angst. As a result, Brighton wrote an original essay, which served as the basis of a five-minute film, mentored by her mother. A week into the project, the film began to take on a life on it's own. Regi called on partner, Jay Bluemke to help mentor the short film. The five-minute piece would win a gold medal locally and receive honors at the national convention, but it did not stop there. Regi knew that she had only scratched the surface of a deep-rooted untold history, and five minutes would not begin to tell the story. ***My Nappy ROOTS*** was born.

Regi decided to approach Jay to partner on a longer version of ***My Nappy ROOTS***. Because Jay, a white man, would not identify with the cultural history of the topic, she thought it would take some convincing, but to her surprise, he took to the idea immediately and began work on the project.

Jay admitted, "Growing up white, people just didn't talk about certain things, and one of the largest taboos was the subject of African American hair." and as a consequence of the lack of dialogue Jay had his curiosity and he absolutely wanted to be involved.

The lengthened 22-minute short, ***My Nappy ROOTS: A Journey Through Black Hair-itage*** won the *Audience Award* at the *African American Women in Cinema Film Festival*, *Best Documentary* from the *Hollywood Black Film Festival* and the *San Francisco Black Film Festival*, and selected *Best of the Best* in *FESPACO*, a prestigious international film festival in Africa in which the film was up against feature-length documentaries. It has also received critical acclaim from such press outlets as *The New Yorker Magazine*, *Sophisticate's Black Hair Styles and Care Guide*, *The Los Angeles Sentinel*, *The Indianapolis Reporter*, *The Detroit News*, *The Detroit Free-Press* and *The Detroit Metro Times*, *Urban Call* and other publications nation wide.

Riding the wave of the short film's success, both Regi and Jay knew it was time to expand on the information gathered for the 22-minute piece to create a feature-length documentary. For the next 3 years, they criss-crossed the country, from Washington DC's Beauty Culturist Society to Detroit, the hair capitol of the world and home of *Hair Wars*, Atlanta, for the famous Bronner Brothers International Hair and Trade Show, to Chicago, where many of the leaders of the modern ethnic hair care industry are located.

Even though the feature version is near completion, the short 22 minute film continues to be requested for various classrooms, workshops, and health and hair seminars around country. It was the featured film for a traveling series called *Reel Soul Cinema* and featured on the *Soft Sheen-Carson (L'Oreal) style tour*. Soft Sheen-Carson and Essence magazine sponsored the only screening of the feature version to date.

ABOUT VIRGIN MOON ENTERTAINMENT INC

Virgin MOON Entertainment (VME) is an independent production company that has been in business for over 13 years and has earned a reputation for content that captures the best of the old and the new filmmaking genres and serves it up with a unique flair. Recognizing the expanding global urban audience and greater promotional opportunities, VME embraces the idea of 'edutainment' and aggressively markets its diverse programs to multi-cultural audiences across multiple media platforms. VME generates its own, original content and promotional campaigns as well as provides marketing extensions for the properties it develops.

Under the direction of its founding President and Executive Producer, Regina Kimbell—a.k.a. Regi—VME is comprised of a diverse team of high concept individuals and is a company that is well positioned to seize the abundant opportunities in today's media and entertainment marketplace.

VME works on behalf of private sector clients to include educational, and corporate multi-media properties for national consumer audiences. Past clients includes *Skechers USA*, *Apple Bottoms*, *A&M Records*, *Microsoft*, *The Urban League*, *Ford Motors* among others.

To date, VME has produced three television pilots, "*Phat Free*" a high energy health and fitness show geared toward young people, "*Pop Kulture*" an *off the beaten path* family travel show and "Hollywood 24:7 " a television show that features life in Hollywood, a dark comedy with a thick slice of reality. With other projects in development, "*My Nappy ROOTS*" will be the first feature length documentary released by the company. In keeping with their love of films, Regi and partner Jay Bluemke, are also developing several feature film projects which will maintain the sense of diversity that Virgin Moon has embraced since its inception.

ABOUT THE FILMMAKERS

Regina Kimbell (Producer/Director/Cinematographer)

Regi, as she's known in the industry, is a visionary independent filmmaker. Her extensive production experience was developed through her creativity and interest in producing quality, high-impact programs that uplift, inform, excite and motivate audiences to take action.

Initially trained as a cinematographer, Regi is a graduate of Indiana University. After moving west, she attended Otis Parsons Art Center while being mentored and working as a fashion photographer. Intrigued with lighting and composition, bored with the static image, she went on to complete a film certification program from the Los Angeles City College in 1990 where she met her future filmmaking partner Jay Bluemke.

Regi honed her skills in Hollywood where she gained a practical understanding of production while working as a cinematographer/camera operator on a broad range of film and television programs including the popular series, *Comic View* on Black Entertainment Television (BET), pilots for CBS, E channel, FOX, Smithsonian specials press junkets, music videos, short films and indy features.

Regi just completed producing and directing a season of "*Turn it Around*" on the Inspirational Network and a pilot called "*Pillow Talk*" for another production company. She has been producing and directing for a number of independent and private sector clients for over 10 years.

Her vision as a filmmaker is to create visually exciting, edgy television and feature films that effectively bridge generational differences and foster better understanding of diverse cultures, key historic events and the complexity of the human condition—a filmmaking style she describes as 'edutainment.'

Jay Bluemke
(Producer/Director/Editor)

Production veteran Jay Bluemke has over 15 years of television and film experience. His career began as an editor on shows like, UPN's *Strange Universe*, Lifetime's *New Attitudes*, Fox's *World's Wildest Police Videos*, Sony's *Ripley's Believe It or Not*, the WB's *The Jamie Kennedy Experiment*, HBO's *Shock Video* and Bravo's *Showbiz Mom's and Dad's*.

For the last two years, Jay has been Producing and Directing the hit Sci-Fi reality series, *Ghost Hunters*. He also produced and directed several pilots for Pilgrim Films and Television including, *Bounty Girls* and *The 8th Effect*.

With "My Nappy Roots", Jay continues his longstanding partnership with film school alum, Regina Kimbell. The two filmmakers have been producing original content like, "Phat Free" and "Pop Kulture", for the last 17 years.

Jay resides in Los Angeles, with his wife Natalie, their two children, two dogs and two cats.

Alice Fuller
(Associate Producer)

A native North Carolinian, Alice Fuller had been California dreaming since graduating from St. Augustine's College in Raleigh, NC. Thanks to her Communications degree and an internship, she was offered full time employment at WAUG, the college commercial cable station, where she honed her skills in television production.

Alice became the producer/director of popular local talk show, *The Talk of Raleigh* and from there she branched out into news as chief editor at NBC-17 and then into public television as a producer at UNC-TV. She produced and directed, *North Carolina Visions*, a showcase of local independent filmmakers and films and associate produced talk show *Black Issues Forum* and documentary *Something in Common*. The PBS experience led her to the Town of Cary's government access channel as its production manager and producer.

Feeling she still had not reached her career potential, Alice finally made California dreaming a reality by relocating to Los Angeles in 2002. Since moving to Los Angeles, she has worked in production on various shows including the hit UPN sitcom *The Parkers* and *The 75th Annual Academy Awards* to production coordinator on one of FOX's hit show, *Nanny 911*. Alice is currently the associate producer of *House Hunters*, HGTV's #1 rated show.

Shirlena Allen
(Associate Producer)

Considered one of the today's most skilled hair care professionals and sought after hairstylist for television, film, recording artists, and world class athletes, Shirlena Allen has styled the likes of Faith Evans, Lil Kim, Eve, Macy Gray, Lennox Lewis, Nia Long, Brandy, Eve, Lenny Kravitz, Raven

Symone, Vivica A. Fox, Serena Williams, Black-Eyed Peas and many others. Currently Shirlena is credited with the hairstyling looks of Ciara.

Traveling across the globe, Shirlena has experienced various cultures and their unique techniques and styles of hair care that translates in her artistry. Earning her cosmetology certification from prestigious John Peri Institute, Shirlena studied at several institutions for hair care, which includes Vidal Sasson, Elasta QP, Sebastian Vision, Martin Parsons, Jamison Shaw, and Dudley's Cosmetology University.

My Nappy Roots: A Journey Through Our Hair-itage marks her first credit as associate producer of a film. She has been an invaluable asset to the production for years. She is the proud owner of the premiere hair care salon, 50 North Salon, located in the heart of Beverly Hills, California,

Wendell Kimbell (Music Composer)

Singer, Songwriter, producer are all titles that Wendell falls under comfortably. Prior to attending Texas Southern, he grew up listening to early Jazz, Soul, and Rock and Roll with his older siblings. Always searching for new ways to express his inner voice, Wendell decided to blend his rich knowledge of music in his own distinctive manner, by using intricate rhythms and innovative chording. *Eclecivision* is his moniker.

Wendell's natural writing and arranging abilities lead to a recording contract with A&M and MCA Records, releasing several albums with Sound Barrier and Total Eclipse. He also performed with such heavy hitters as; Phyllis Hyman, Patrice Rushen and Bruce Springsteen and credits his musical highpoint when asked to participate on "We are the World" produced by Quincy Jones.

With credits ranging from scoring for a number of animation projects for Urban Entertainment including Undercover Brother and Fox Sports Network. His corporate clients include National Black Engineers Association, Microsoft, and Skechers USC and Covenant Clothing. He has written music for 2 full-length plays. Wendell continues to display his versatility and chameleon like talent, in 2000 he formed Global Tribe Music.

Writing a score for *My Nappy ROOTS*, which spans 400 years of history, showcases his eclectic abilities on the film, from traditional Negro spirituals, "*Wade in the Water*" or "*Apollo Swing*" to contemporary *spoken word Hip HOP*. The title track is a blend of Pop and Rap, once again showcasing his unique ability to weave in and out of genres and atmospheres.

Morgen Kassell (Editor)

Morgen is an experienced television editor, she has worked on the popular shows, *Iron Chef*, and *Ripley's Believe it or not*, *Child Star Confidential* for E Channel and currently working on *Dr Phil*, CBS. She is a graduate of USC. Morgen has loved documentaries for years and was excited to edit a feature length documentary.