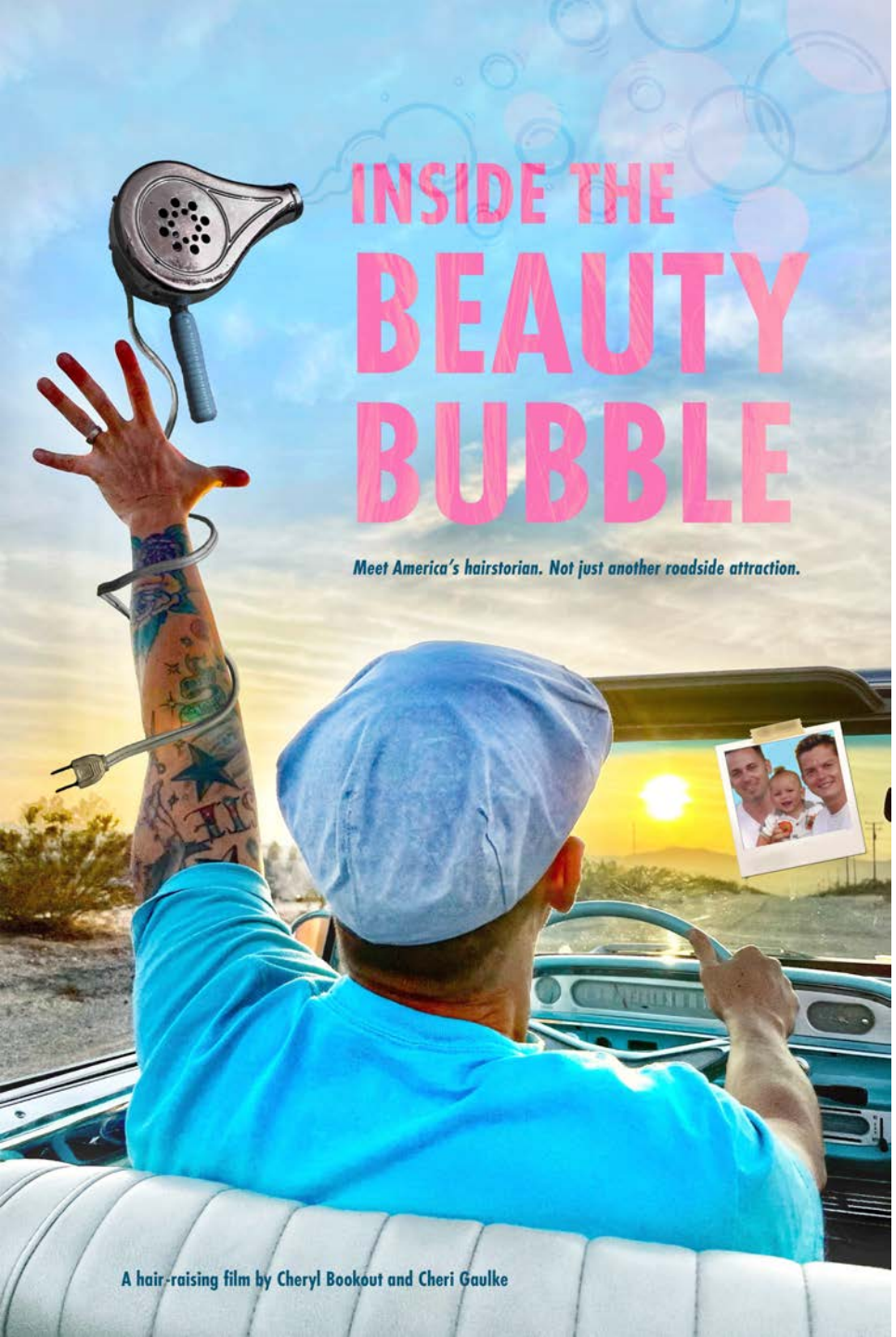
Inside the Beauty Bubble
a film by Cheryl Bookout & Cheri Gaulke
FROM 29 PALMS
BEAUTY SHOP
BEAT
THE CLARK SISTERS
BARBICIDE
Welcome

Table of Contents

1. **INSIDE THE BEAUTY BUBBLE** Film Poster
2. About Our Film: Synopsis & Logline
3. Film Trailer Link, Social Media, Website, & Online Presence
4. Quotes
5. Bio: Cheryl Bookout, Director/Writer/Producer
6. Bio: Cheri Gaulke, Director/Writer/Producer
7. Director's Statement
8. Key Cast: Jeff Hafler
9. Film Still Shot
10. Full Credits
11. Crew, Post-Production
12. Award Laurels
13. Award List
14. Festivals 2022-2023
15. Festivals (continued)
16. Film Still Shot
17. BTS photos
18. Contact Information



Inside the Beauty Bubble Poster

(image on left)

Available in multiple digital file sizes, and formats, with and without festival laurels.

Meet America's hairstorian. Not just another roadside attraction.

About Our Film

Synopsis

Inside the Beauty Bubble is a short documentary film about a renowned collector of hair artifacts fighting to keep his desert dreams alive. The Beauty Bubble Salon & Museum in Joshua Tree is the magical and kitsch-filled brainchild of Jeff Hafler.

Our film covers a year in the life of Jeff and his roadside attraction as they face a year of lockdowns, protests and massive societal change. It is a film about family, fabulousness and folk art, a film that reminds us it's sometimes the strong people on the margins that hold a community together.

Logline

Enter a pastel dreamland of 3,000 vintage beauty artifacts in the desert community of Joshua Tree, California and meet "America's hairstorian" Jeff Hafler as he struggles to keep his roadside attraction afloat during a remarkable year that changes his life and the lives of his husband and son.

Trailer, Social Media, Website & Online Presence

INSIDE THE BEAUTY BUBBLE: Film Trailer (Film release date April 2022)

Facebook, IG & Twitter: @insidethebeautybubblefilm Website: www.InsideTheBeautyBubble.com

- The Reviews Hub - Film: Reviewer, Maryam Philpott, Perseverance -MOM Film Fest 2022
- NewFilmmaker LA Stage 5 Interview by Danny De Lillo with Director Cheri Gaulke, July 21, 2022.
- Dances with Films Festival: LRM Online's Gig Patta talked with film subject Jeff Hafler and director Cheryl Bookout on the red carpet at the Dances with Films Festival 2022. June 17, 2022
- Music City Drive-in Interview by Matthew Fox with co-directors Cheryl Bookout and Cheri Gaulke as they share what drew them to Jeff's story, the challenges of making a film during the pandemic and what they hope audiences get from the film. June 5, 2022
- Cannes Short Film Corner Interview with Cheryl Bookout and Cheri Gaulke by Jello Biafra, May 15, 2022
- Z107.7 Radio Interview by Gary Daigneault UP CLOSE with film subject Jeff Hafler and Director Cheryl Bookout, May 13, 2022
- KVEC 920 AM 96.5 Radio Interview by Dave Congalton HOMETOWN Radio with Director Cheri Gaulke, April 25, 2022.
- PROMOHOMO.TV NOTES FROM HOLLYWOOD *Inside the Beauty Bubble: The Making of a Documentary*, Interview by Nicholas Snow with film subject Jeff Hafler and Director Cheri Gaulke, November 19, 2020

Quotes

The desert's full of weird shit, right? That's why it's a rich seam of cinematic gold and the short doc INSIDE THE BEAUTY BUBBLE follows in the august tradition of outrageous American roadside attractions. The Beauty Bubble Salon & Museum in Joshua Tree is the magical and kitsch-filled brainchild of "hairstorian," artist, hairstylist, musician and renowned collector of hair artifacts Jeff Hafler. One of his staff recalls, "he gave my very first hairstyle in fifth grade. That was the first time I can remember feeling beautiful."

Brad Auebach, June 7, 2022: Entertainment Today www.entertainmenttoday.net

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Hafler's family life with partner Mikal and son Cash as well as the micro-impacts of political and social shifts in this period with a lush cinematography by Nick Lieberman that plays up the sugary colour scheme, makes Inside the Beauty Bubble a highlight.

Maryam Philpott, August 8, 2022: Reviews Hub www.thereviewshub.com/perseverance-mom-film-fest-2022

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Nevada City Film Festival which brings honor to our county. The last night of the festival, they showed the favorites, especially "Inside the Beauty Bubble." Ya gotta see it. *The Union, News for Nevada County, CA, August 31, 2022*

Director/Writer/Producer

Cheryl Bookout

Writer/Director/Producer/Artist

Cheryl is a filmmaker and studio artist residing in Joshua Tree, CA. She directed the short documentary film ***Inside The Beauty Bubble*** (2021*)* and produced the award-winning short documentary film ***Gloria's Call*** (2019*)*; the short sci-fi film ***PURE*** (2019*)*; and currently producing the feature-length documentary ***Acting Like Women.*** Her short narrative film titled ***Just A Friend*** is in preproduction and a proof of concept for her sci-fi episodic project, ***Women Of Steel***, will be shot in the summer of 2022. Cheryl is the Executive Director and Co-Founder of The Chimaera Project, a nonprofit organization championing women and non-binary filmmakers.

Director/Writer/Producer

Cheri Gaulke

Writer/Director/Producer

Cheri is a pioneer in the feminist art movement in Los Angeles. Her work has been presented in film festivals internationally, in museums and a Smithsonian-touring exhibition, alternative settings including buses, churches, and prehistoric temples. Gaulke directed ***Inside The Beauty Bubble*** (2021), a short doc about a gay hair salon owner and his roadside attraction in Joshua Tree, California. Her short doc, ***Gloria's Call*** (2018), has screened in over 40 festivals and won Best Documentary at the Ann Arbor Film Festival among other awards. In 2021, she completed ***Miss Alma Thomas: A Life In Color***, a short doc about a little known African-American woman abstract painter, which is already winning awards in film festivals. She is currently in pre-production on her first feature documentary ***Acting Like Women*** about 1970s feminist performance art, an under-represented movement that profoundly shaped art and social movements of today.

Directors’ Statement

Giving voice to inclusivity and affirming the transformative nature of art is important to us. We invite the audience to take a glimpse into one man's life as he follows his dream to own a roadside attraction, the Beauty Bubble Salon and Museum, in the Mojave Desert village of Joshua Tree, CA, while he nurtures his family — same-sex, adoptive and bi-racial.

The Beauty Bubble Salon and Museum has been described as a "walk-in time machine that transports visitors to a pastel dreamland of 3,000 vintage beauty artifacts." As documentarians we had fun archiving the charms of this unique roadside attraction. We were also very excited to share the vintage artifacts curated by Jeff Hafler, “America's hairstorian," placing Jeff's collection in historical context within the beauty culture world.

We followed Jeff Hafler through the seasons starting in 2019 pre-COVID and through the difficult days of COVID lockdown — with safety protocols in place. Our story's destination was always to lead up to an exciting culminating exhibition of Jeff's personal artwork and items from his museum collection at the SFO Museum located in the San Francisco International Airport’s Harvey Milk Terminal — which originally had an anticipated audience of over 50 million people. Things went a little differently than we all thought it would, but we persevered, and our film's conclusion became a new beginning for our beloved "hairstorian."

Key Cast

Jeff Hafler

Principal Cast

Jeff is a beautician, yogi, artist, musician and the Founder & Owner of the Beauty Bubble Salon and Museum. “Along a desert highway is a temple to the world of hairdressing, packed with items dating back more than half a century-and they also offer retro cuts and colour.” *The Guardian 2016*

Jeff Hafler and his brother **Jamie Hafler**, are songwriters and musicians. Jeff and Jamie wrote and performed eight original tracks used throughout **Inside the Beauty Bubble** film.

Full Credits

- Directed, Written, Produced: Cheryl Bookout and Cheri Gaulke
- Executive Producers: Jehan Agrama and Dwora Fried; Jacqui, Alexis, and Avery Kantor
- Associate Producers: Jeff Hafler, Samara Hutman, Stacy Sweeting, America Young
- Starring: Jeff Hafler

(in order of appearance)

- Jane Guy
- Connie Winn
- Julianne Elliott
- MJ Fiocco
- Bonnie Bilger
- Pat Flanagan
- Morgan Walsh
- Wendy Adrian
- Mikal Winn
- Cash Winn
- Ally Wray-Kirk
- Christi McGrorty
- Gretchen Grunt
- Mandy Mann
- Judy G. Jack

Crew

- Director of Photography: Nick Lieberman
- Additional Cinematography: Barry Norwood
- Second Camera: Cheri Gaulke
- Additional Camera: Cheryl Bookout, Xochi Maberry-Gaulke, Jeff Hafler, Christi McGrorty
- SFO Museum Footage: Michelle Hoy
- Joshua Tree Timelapse: Casey Kiernan
- Joshua Tree Road: Footage Bank
- Production Sound: Cheri Gaulke, Cheryl Bookout
- Production Assistants: Alisha Sweeting, Christine Papalexis

Post-Production

- Editor: Susan Metzger
- Additional Editing: Cheri Gaulke
- Story Consultant: Nick Lieberman
- Animation: C. Lily Ericsson
- Jackrabbit Drawings: Cheryl Bookout
- Motion Graphics, Title and Credit Design: Cheri Gaulke
- Audio Post-Production Services: MelodyGun Sound Studios
- Color: Persephanie Engel, Neptune Post

Awards 2022-2023

YoFiFest 2022 Audience Choice Award Recipient

YoFiFest 2022 Juried Award Honorable Mention

WINNER GRAND JURY AWARD SHERMAN OAKS FILM FESTIVAL 2022

Yucca Valley Film Festival 2022 WINNER

The MY HERO Project INTERNATIONAL FILM FESTIVAL WINNER 2022

Jury's Stellar Award Thomas Edison Film Festival 42nd Annual - 2023

DIRECTOR'S CHOICE CINEMA DIVERSE PALM SPRINGS LGBTQ+ FILM FESTIVAL 2022

FESTIVAL FAVORITE CINEMA DIVERSE PALM SPRINGS LGBTQ+ FILM FESTIVAL 2022

WINNER MOM Film Fest 2022

Best Documentary Short Studio City International Film & TV Festival 2022

Best Documentary Short California International Shorts Festival 2022

Winner Borrego Springs Film Festival 2023

Audience Award DANCES WITH FILMS 2022

OFFICIAL SELECTION AMERICAN DOCUMENTARY AND ANIMATION FILM FESTIVAL WINNER 2022

WINNER Audience Award SAN LUIS OBISPO INTERNATIONAL FILM FESTIVAL 2022

2022 WINNER HEART OF GOLD NEVADA CITY FILM FESTIVAL

Best Short Documentary Long Beach QFilm Festival 2022

Finalist Grand Rapids Film Festival 2022

Finalist NOT FILM FEST 2022

IAFF WINNER 2022

Merit Docs Without Borders Film Festival 2022

WINNER AWARD OF MERIT IMPACT DOCS AWARDS

Award List 2022-2023

- Borrego Springs Film Festival, **People's Choice Best Documentary**
- Art is Alive Film Festival, **Best Director Dramatic Short; Best Cinematographer Dramatic Short; Best Dramatic Short Film**
- Thomas Edison Film Festival, **Documentary Stellar Award**
- YoFiFest, **Audience Choice Award**
- YoFiFest, J**uried Award Honorable Mention**
- Sherman Oaks Film Festival, **Grand Jury Award**
- Yucca Valley Film, **Best Film Award**
- My Hero Project, **Art Heroes Winner**
- Cinema Diverse Film Festival, **Director's Choice Award**
- Cinema Diverse Film Festival, **Festival Favorite**
- MOM Film Fest, **Most Viewed Award**
- Studio City International Film & TV Festival, **Best Documentary Short**
- California International Shorts Festival, **Best Documentary Short**
- Dances with Films, **Audience Award**
- American Documentary Film and Animation Film Festival, **Sadie Katz Hustle Award**
- San Luis Obispo International Film Festival, **Audience Award**
- Nevada City Film Festival, **Heart of Gold Award**
- Long Beach QFilm Festival, **Best Documentary Short**
- Grand Rapids Film Festival, **Finalist**
- Not Film Fest, **Finalist**
- Arrow Film Festival, **Best Documentary Short**

Festivals 2022

2022

- Docs Without Borders Film Festival, virtual
- Impact Docs, virtual
- American Documentary and Animation Film Festival, Palm Springs, April 7 & 10
- San Luis Obispo International Film Festival, April 30 & May 1
- California Capital Documentary Film Festival, Sacramento, June 11
- Dances With Films, Los Angeles, June 14,
- Fine Arts Film Festival, Venice, CA, June 10-19
- NewFilmmakers Los Angeles, June 18
- Frameline46-San Francisco International LGBTQ+ Film Festival, June 21
- Nevada Women's Film Festival, June 25
- MOM Film Fest, Aug. 19-21
- Nevada City Film Festival, August 27&28
- Long Beach QFilm Festival, Long Beach, CA, Sept. 9
- DC Shorts International Film Festival, Sept. 10
- Ag and Art Film Festival, Vacaville, CA, Sept. 17
- California International Shorts Festival, Los Angeles, CA, Sept. 18
- Cinema Diverse Palm Springs LGBTQ+ Film Festival, Palm Springs, CA, Sept. 24

Festivals 2022-2023 (continued)

- Grand Rapids Film Festival, Sept. 25, Grand Rapids, MI
- Albany FilmFest, Albany, CA, Oct. 6
- Santa Cruz Film Festival, Santa Cruz, CA, Oct. 9
- Pride Film Fest, virtual, Oct. 12-30
- Dayton LGBT Film Fest, Dayton, OH, Oct. 14
- LA Femme, Oct. 13-16, Virtual
- Santa Fe Independent Film Festival, Santa Fe, NM, Oct. 21
- Rainbow Visions, Edmonton, Alberta Canada, Nov. 6
- Studio City Film Festival, Studio City, CA, Nov. 7
- Yucca Valley Film Festival, Yucca Valley, CA, Nov .12
- Indianapolis LGBT Film Festival,Nov. 14-20, Virtual
- Sherman Oaks Film Festival, Sherman Oaks, Nov. 16
- Yonkers Film Festival, Yonkers, NY, Dec. 2
- My Hero International Film Festival, Virtua, Dec. 10
- Art is Alive, NY, NY Dec. 14

2023

- Borrego Springs Film Festival, Jan. 23
- Thomas Edison Film Festival, Princeton University, Feb. 17-18
- Winter Film Awards Film Festival, Feb. 18, NY,NY
- The Santa Fe Film Festival, Santa Fe, NM, Feb. 22
- SPE Media Film Festival, Denver, CO, March 17-18
- Sebastopol Documentary Film Festival, Sebastopol, CA, March 18-19
- Underexposed Film Festival, Rock Hill, SC, March 22-25

Beauty Bubble
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Contact

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