

Inside the Beauty Bubble

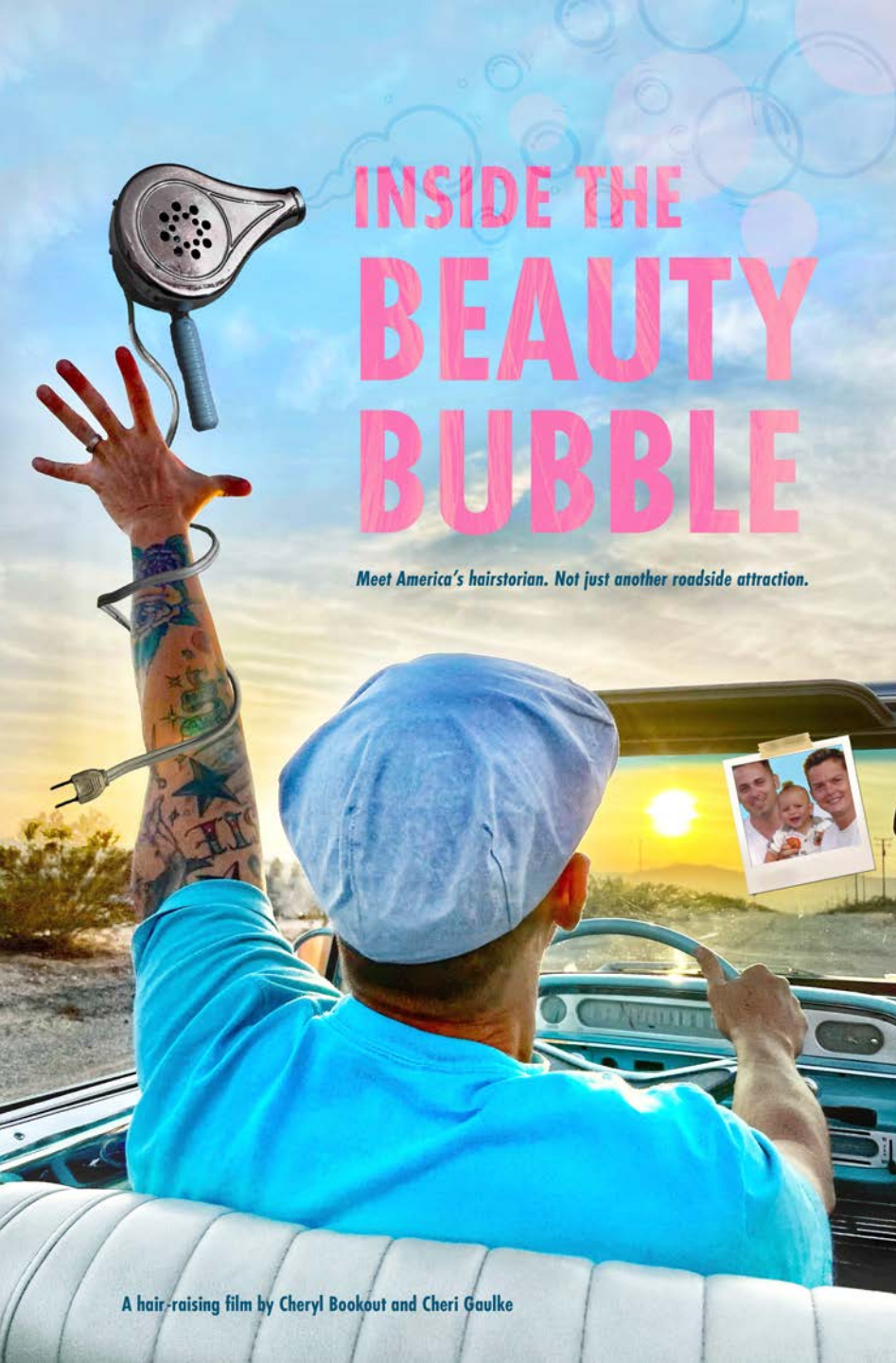


a film by Cheryl Bookout & Cheri Gaulke



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Poster

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

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](#)
- Facebook & IG: @insidethebeautybubblefilm
- Twitter: @beautyinsidethe (InsidetheBeautyBubbleFilm)
- Website: www.insidethebeautybubble.com
- [Women and Hollywood: Rewriting Heroes](#)
- PROMOHOMO.TV [Inside the Beauty Bubble: The Making of a Documentary](#)
- Adobe Blog [Showing resilience and finding inspiration during Women's History Month](#)



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/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, and 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.



Director's 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 & 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 & 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 are having fun archiving the charms of this unique roadside attraction. We are 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 is principal cast of the short doc film **Inside the Beauty Bubble**.

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 by Cheryl Bookout and Cheri Gaulke
- Executive Producers Jehan Agrama and Dwora Fried
- Executive Producers Jacqui, Alexis and Avery Kantor
- Starring Jeff Hafler

(in order of appearance)

- Jane Guy
- Julianne Elliott
- MJ Fiocco
- Bonnie Bilger
- Pat Flanagan
- Morgan Aila Parmley
- Wendy Mittleider
- Mikal Winn
- Cash Winn
- Ally Wray-Kirk
- Christi McGrorty
- Gretchen Grunt
- Mandy Mann



Full Credits (continued)

- Director of Photography Nick Lieberman
- Additional Cinematography Barry Norwood
- Second Camera Cheri Gaulke
- Additional Camera Cheryl Bookout, Xochi Maberry-Gaulke, Jeff Hafler, Christi McGrorty
- San Francisco Museum of Modern Art, SFO International Airport footage, Michelle Hoy
- Joshua Tree Timelapse Casey Kirnan
- Original Music Composed by Jeff Hafler and Jamie Hafler
- Animation C. Lily Ericsson
- Production Assistants Alisha Sweeting, Christine Papalexis
- Post-Production Sound and Re-recording Mixer Jeremy Grody, Sound Logic Post
- Color Robert Crosby, Neptune Post



Sadie Katz Hustle Award
2022 American Documentary Film Festival

Awards 2022





Contact

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