

sallad

A FILM *by* TRAMAINE TOWNSEND
PRESENTED *by* JBW

DALLAS, FEB. 18, 2022 -

Introducing Tramaire Townsend's *SALLAD*. Properly pronounced like the dish, salad.

Dallas has changed drastically. Townsend has occupied the space long enough to see and be a part of it. Inspired by his collaborators and creative peers, the filmmaker found motivation to elevate the meaning of his work and what it stands for. With *SALLAD*, he intends to open a larger dialogue with culture leading the charge, sharing a closer look at the many subcultures of Black people in Dallas. Each vignette is designed to be seen in a captivating moment, putting each individual front and center. It is a vision of the city filled with pride – recognizing where we came from, where we are now, and where we'll go in the future.

"I wanted it to be something that represented the communities I've been fortunate to create alongside for so long," says Townsend. "I knew whatever the format, it would involve a lot of people that all communicate differently to be brought into an incubator that celebrates those in this city. A medley of a cerebral, yet nutritional effort that would feel random but create a new flavor in the city. Only way I saw it existing was like a salad – something we could all feast on."

WRITTEN *and* DIRECTED *by* TRAMAINE TOWNSEND
in collaboration with DIRECTOR of PHOTOGRAPHY
JUSTIN HAMILTON, CREATIVE DIRECTOR
HANCE TAPLIN, *and* PRODUCER JAI MIDGET.

Starring JACKSON, ANGEL

WHITE, THURMAN THOMAS,
TORRENCE THOMAS,
MATTIE CALLOWAY,
TRAIMAN DAWSON,
MICAH NASH, *and*
DALLAS-BASED STEP
TEAM XPLOSIVE
GRENADES.

Watch the trailer [here](#).

Click [here](#) for media assets including high res imagery and quotes from the artist.

ABOUT JBW WATCHES

Made for a new generation of collectors, JBW timepieces aim to reflect the precious nature of time through innovative designs and craftsmanship. As a family-owned business based in Dallas, TX the brand is committed to engaging with its surrounding communities and culture.

