

WET DREAMS AND FALSE IMAGES

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Please note: there are a few “swear words” – but there is a beeped version of the film.
Feel free to edit.

My wall right here, this what I love. Look how smooth this is.

What do you think of her? (Off screen)

She’s too skinny, look at her leg, it’s the size of arm. Nah man, this is a big butt right here. I think in Brooklyn, guys like big butts. Mostly guys from Brooklyn like big butts. Like I like big butts.

What’s a beautiful butt? J-lo butt. That’s a beautiful butt -- J-lo butt.

What do you like about it? (Off screen)

It’s nice and round, it’s smooth, it looks soft, it’s just perfect.

This booty’s not big enough, because you can see the string from top to bottom. A big booty you wont be able to see it past this level to here, you be able to it no more. All you’d be able to see is the big “meat” right here.

Would you rather somebody have like a little bit of cellulite right there, then have a small ass?

No, no cellulite. Smooth.

Smooth, big ass and no cellulite?

No cellulite, and no stretch marks either.

Stretch marks, cellulite. Girls if you’re watching this documentary about beauty, go to the gym, man, keep yourself in tone. Because men, (pause) I don’t like stretch marks.

This is perfect. Perfect ass to have. As a girl to be mine -- a perfect girl for me.

And you’re saying you think this is totally natural?

Totally natural, natural ass, natural back, natural titties. This girl right here she is that smooth, that is silky smooth skin. I know that’s not airbrushed. I could put a million dollars that’s not airbrushed.

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My name is Domenic Demasi, I'm a digital retoucher, photo-retoucher. The nature of my job is to not be seen. If it's obvious that I've worked something to death then I've done a bad job. If it looks like it hasn't been touched at all then I've been totally successful. So you can see originally her forehead had a little bit of modulating in her skin, where it was a little too bumpy and too much texture, there was a couple of pock marks on her cheek there. It wasn't all that much, but we took most of that down and smoothed it out. And we changed the tone of her skin a little bit to match some of the makeup that they were selling.

If you look here, you can see that her knuckles a pretty knobby. And, this finger is a little lumpy here. If you look here we smoothed them down, and toned them all down a little bit to make them seem less obtrusive.

I find myself doing less of shaving models hips down and shaving their waists down, and more of like subduing their bones, so that they look less skinny. Or filling her out to be a little bit more shapely. Where it may be bringing in her waist, but you're also bringing out her hips or bringing out her torso to make it seem like she's not so skinny. So, it's not that they don't want that skinny look, obviously that's something that's appealing, but she can't look scrawny or sick.

They're not going to go ahead with the photographer and keep something that is going to appear flawed or natural. Because, there not concerned with something that looks natural. They're concerned with something that is going to sell their product.

This has caused a problem; this is an issue in the world. It's not like I can sit here and say well that everyone affected by this is just weak, and bound to have social and mental problems, that's not the case. I'm aware that this is something that is at a ground level, where young people are seeing this and they're growing up with these being their icons and images.

Yeah this has all been worked out, I'll tell you right off the bat, definitely the bathing suit has been colorized, color corrected in some way.

Um thighs were definitely smoothed out. Like all in this area, if you look, it's hard to see but if you almost squint, you can almost see there's a little pattern happening right here. I'll say that that's almost the same pattern. They're cloning it from there. They pick it up from one area and clone it around this area. As they they're cloning it around and smoothing it out

They're all airbrushed man.

They pick up one area and deposit it into another area the way it goes into shadow right there.. The color doesn't really go into shadow.

Yo, how the hell does he knows?

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He knows.

He don't know nothing.

That's coloring. He colors.

Colors what, girls?

Girl's asses.

You don't color girl's asses. That shit is natural B.

Hold on, let me listen to this guy.

If you look at that right there you can see how her skin is really textured here, and then it's not textured. Once again she had a tan line there that they took out.

Or maybe a stretch mark?

Yeah probably. That's one area – if you're sitting like that.

Let me see that picture.

It's usually not going to make one line like that.

He don't know nothing.

Its consumer awareness right here.

I'm not going to believe what that guy says.

He's a professional; he get's paid for this.

He's talking about some line shit over here. There ain't no line B. That shit is good. I'm talking about no dimples no stretch marks, no cellulite.

Her shit looks more natural here. Look at her shit here and look at her shit there. Look at here fucking cellulite right there. But she looks natural there.

They do that shit all the time, in the Internet and everything. In movies. They do that to Britney spears.

Yeah, but look how good this looks man.

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I know papa. That's why they get paid top dollars for that.

Sex sells man. So they figure they take a little airbrush, make the girls look more exotic. More people go out there, more money, more exposure. Man, sex sells. Ain't no money like ho money.

That shit don't look airbrushed right there.

Yeah this shit don't look airbrushed.

You don't see it, caus' it ain't shinny, when it's shinny and shit then you know.

Like restaurants, when restaurants show a picture of their food, it ain't the same as what you're getting. They'll show you some nice little picture, and then when you get it they just throw it on the plate all smack and, oh man, show me what I'm really....if you're sandwich is messed up and that's what I'm eating put it on the picture the way I'm eating it.

Yup, yup.

Don't show it all nice and give it to me all sloppy. It's the same way they're giving the girls out there...

What you getting up about?

False advertising.

I don't see photographs as being authentic or real I see them as being mechanical, and non-human. And, particularly un-human. So in that I extend the inhuman qualities of it, I'm extending the mechanical, inhuman, mechanically optical not humanly optical qualities of photos.

The before on this, again, that's blotchy, irregular, I mean see how it's waxy here, little marks here, little mark in there, look at her nose, I mean look at her nose.

Almost always the first thing I'll do is fix the nose. Because, I can't even start on the rest of it. It's a very waspish prejudice I have about this.

Every picture has been worked on some twenty, to thirty rounds. Going back and forth between the retouchers and the client and the agency. They are perfected to death. You should just look through the magazines and consider it.

And all that is there to alter your mind, alter your conception of what physical beauty is, what the possibility of obtaining it is, and what the means of obtaining it are.

There are here evened out freckles and there are her real freckles

What you're looking for as a retoucher is a broom, something that covers your tracks, someway of obscuring where you've been. The first thing people take out is blood shot eyes – that's the last thing I take out. That's the last thing I just wipe. Because that just

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makes it look retouched. So, you stay away from those obvious markers that show that you've been there. Now I didn't really take out her mustache see, most people that would be one of the first things they'd do – take out the mustache. I don't take that out. I don't find that displeasing. That's real and compelling. And, the fact that I leave it in there makes it seem more real.

In that the essential point of photo retouching is to enforce an unrealizable standard of beauty, I suspect, uhh I suspect in myself some sort of covert obscured misogyny.

Because, I'm really screwing with people's sense of identity, and self worth by doing this.

I mean, she looks way to heavy, I mean way too like powerful, she looks way to athletic. Look at the dress. What's this dress about? She's not wearing jogging clothes here, she's not playing soccer. This is a feminine dress.

I've taunted people, you know they would say the people look so perfect there and it makes me feel bad and I'm like well – sucker. You know what do you think? That's why they pay me, they pay me well to do this.

I didn't know that shit nigga, come on, I told her, I told her this shit ain't airbrushed. Specially Trina's ass, you know she's got a fat ass, I really thought that shit wasn't airbrushed until he explained.

Ehhhhh! Hee-hee! (Off screen)

My man had a lot of Wet Dreams to a lot of false images. And that's basically it...

How the hell do you know?

Because, you're mad man, you're mad.

I'm mad yeah, but..

What are you mad about? (Off Screen)

The pictures still look nice (off screen).

They're not really who they are man, there not really the person that they are. Their body, their skin, their body, their color, their shape, it's not the way it is right now.

Ya'll done fucked his dream up.

Hell yeah, ya'll done just messed me up. Ya'll done just messed up my head. So you're

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going to tell me...

Throw the picture in the garbage (off screen).

Every girl I got up there, every girl I got up there that's it.

It's fake (off screen).

It's not fake man, it's just airbrushed!

That's the way they're trying to market it, you know to make more money – so these girls got no flaws and we're out there saying these girls are so beautiful. And it takes the beauty away from the other girls out there in the streets. There's other beautiful girls out there in the streets. You know what I'm saying. They can't afford that, and they're seeing all this shit, and their going on cellulite diets and doing all this crazy shit. Leave it alone, keep it natural.

With beauty – you can have stretch marks. I mean, everyone's got their faults, you know.

Ain't nothing wrong with stretch marks you know.

I don't see any girls up there with stretch marks B.

Yeah, but you're talking reality.

Well maybe they should draw some stretch marks.

But then you'd kill it.

Hell yeah, you know what, they should do that, they should do that, they should leave the stretch marks on!

Yeah

- Credits -

But, they're still my girls.