

Shame Studios



This project is brought to you by
SHAME STUDIOS
in support of
HUMAN DIGNITY TRUST



shane studios
PRESENTS

PRIDE

Creative direction, design, photography **Maxi Bopp** • Starring **Cherry Monroe-Miller, Co Kendrah, Keiron Fleming, Mama Mamba, Maze Bracher, Philip Jack Bray, Sam Macauley, Verity Strupish, Victoria Cooper Pedrote** • Hair and makeup **Cain Fowler** • Story **Beau Gervais** • Photography assistants **Luca Parkes, Mim Stevens** • Set design **Amber Wild** • Video and edit **Ez Roberts** • Video voice over **Suithink** • Video music **Jamie Wilder** • Creative production **Scarlett Paget** • Special thanks **Theo Dunne, Helen Thirlway.**



WET & WISTFUL

By Beau Gervais

Fairytales exist. In the ripples of sunlight on pool water and the ripples of bare arses shaking to the bluetooth speaker precariously placed alongside. They exist in the bundles of oiled arms and legs splayed out in the sun, under and over each other as we air dry under the blue sky.

On the morning of the trip Sophie texted the 'Gurls and Gays' group chat 'URGENT does anyone have SPF?? I cannot afford to burn it'll ruin the dinner pics!!!', Taylor replied within 5 seconds 'Your grilled peach will go perfectly with the burrata babes'. 6 laugh reacts.











52 shared inspo pics, 35 spotify links turned into 2 playlists (Young Dumb'n'Wet & Dinner 4 Tarts), 3 nights booked, 5 rooms, 9 beds, 1 pool. This is the stuff of dreams, we thought collectively as the car pulled up to the house.







The doors slid open and with childlike trepidation there was a pause before all 9 of us jumped out and ran to claim bedrooms in our palace for the weekend. Screams of excitement and the slap of flip flops on tiled floors echoed through the halls.

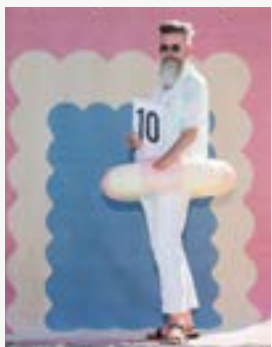
















'I don't know why we booked a 5 bed when I know you're just gonna end up spooning each other like the grandparents from Charlie and the Chocolate Factory' Tash called out, waving her arm towards Seb, David, and the 2 Taylors. 'Jealousy's a disease babe get better soon' David quipped back as he whipped off his shorts to reveal a bright blue pair of speedos. '15 minutes till pool time girls, I am not here to waste the last moments of my youth. You better hurry the fuck up I'm not joking'.





Growing up we're told tales of princes rescuing princesses, fighting for the good of the people and delivering sweeping romantic speeches at the feet of towers. Somewhere along the way we looked around and realised that it wasn't always for the good of people if it didn't include all people. So we decided to write our own fairytales.











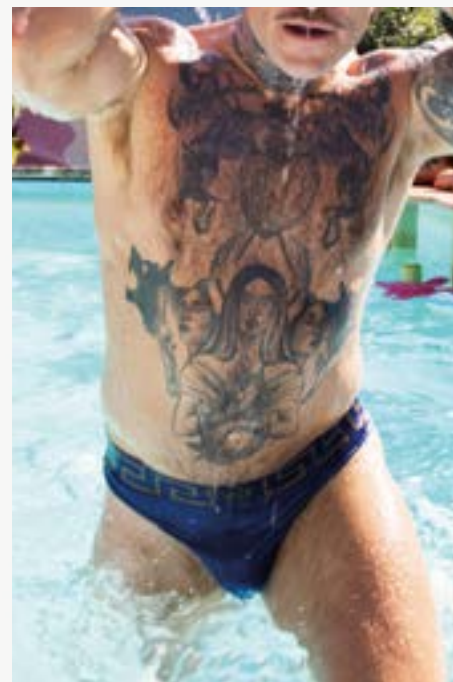
We wrote ourselves into the pages as main characters, we fell in love with each other over and over again. We fought we kissed we made up we fought again. We planned trips that turned into side quests of our tale, held dinners around wooden tables that felt like great banquets, complete with silver platters of Marlboro Golds and plastic cup chalices of Whispering Angel.





When the morning rolls around we crawl into each other's beds and recount our battles won: who slid into the dms, which group photo served the hardest, who caught the best tan. Seb pops his head round the door and addresses the human puddle in the bed before him, 'brunch in 10 ladies, it's time to rally, we've got more tales to spin'.





This project seeks to explore what a meaningful corporate Pride campaign can look like in the current social landscape.

We've all felt the disappointment in seeing a tokenistic and shallow pride event from a large corporation seeking to virtue signal and capture the pink pound without having meaningful engagement with queer issues.

However, in the midst of a culture war that seems to only ever get more aggressive with progressive queer positive policy increasingly threatened or destroyed, large sponsors dropping out of pride campaigns and a general feeling of regression prevailing, even the most tentative of allies feel more valuable than ever.

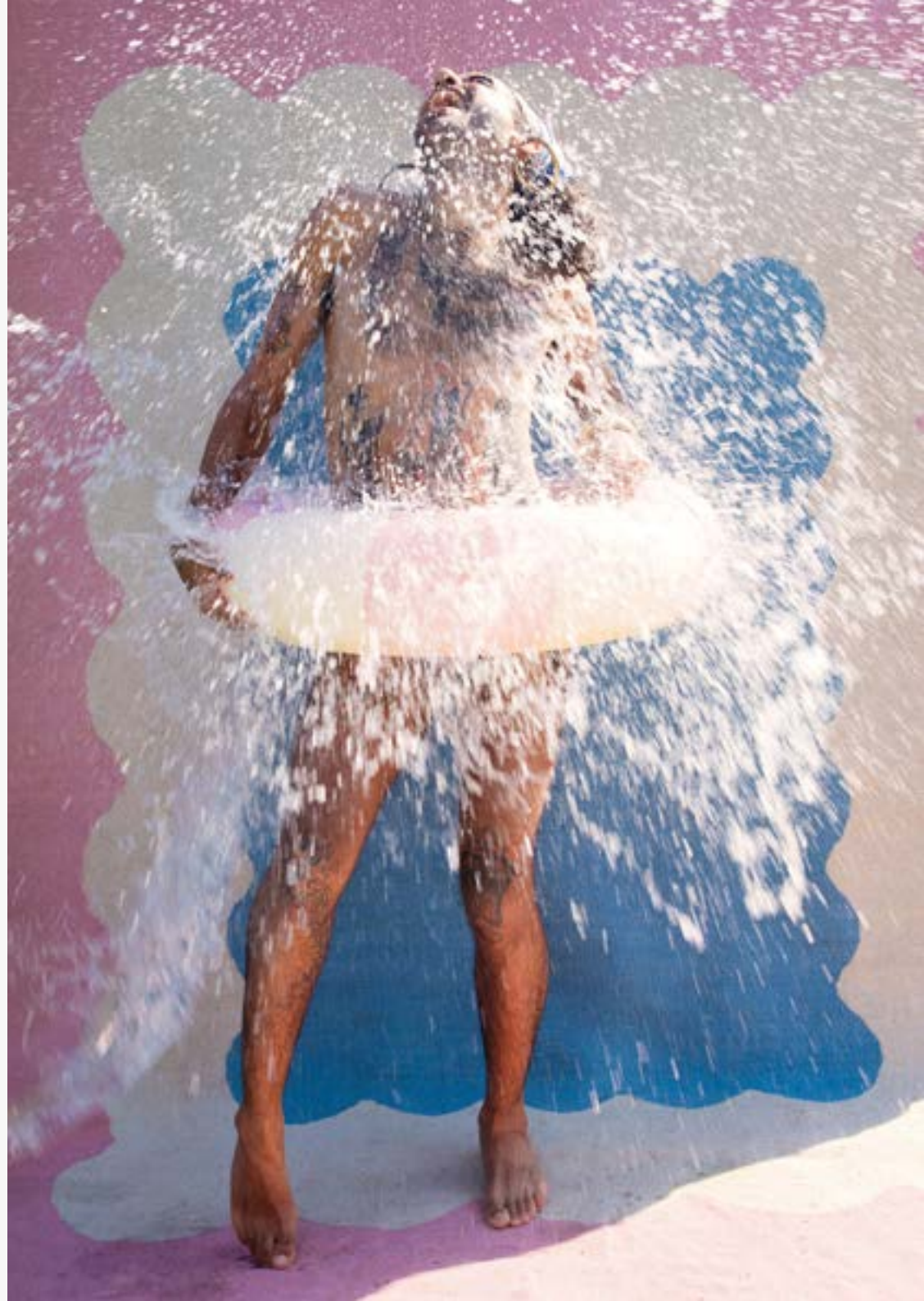
It's our belief that idealism should be an inspiration, not a condemnation and it is our hope that this campaign can serve as an invitation to us all to have more joy and hope for freedom of expression and identity for everyone who has ever had to fight to be allowed to be themselves.

In support of the Human Dignity Trust, an incredible charity that uses the courts to overturn laws that criminalise people based on their sexual orientation or gender identity. Shame Studios has designed a collection of Queer Pride Rugs which we hope will bring joy to the people who's homes they furnish and financial resources to fight for queer equality globally.

Our campaign invited a group of queer models and artists to express themselves and explore a poolside set constructed from the rugs in this collection. We have tried to provide a platform for joyful self expression and to gently highlight the benefit and promise of supporting queer and trans people to continue to lead the way forward for freedom of expression in our society.

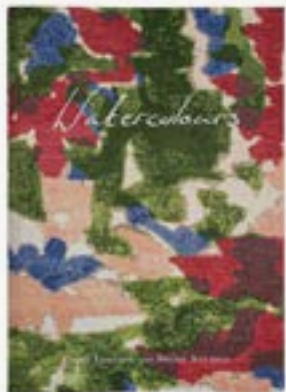
shame studios





Shame Studios

PUBLISHING



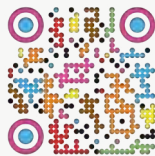
Harvey



Marsha



Dora



SCAN THE QR CODE TO SEE MORE @ SHAMESTUDIOS.COM
100% OF PRIDE RUG PROFITS WILL GO TO HUMAN DIGNITY TRUST.

'We are delighted that Shame Studios have chosen us as a beneficiary for their Pride campaign, generously donating not just some, but all the profits, from the sale of these beautiful rugs. These donations will fund the work we undertake, through legal process, as well as directly with governments, to defend the human rights of LGBT people globally.'

HUMAN DIGNITY TRUST





