



## Art From The Heart LLC

producer of *How Do I Look*  
and *Flow Affair*

[www.HowDoILooknyc.org](http://www.HowDoILooknyc.org)

[www.artfromtheheartnyc.org](http://www.artfromtheheartnyc.org)

718-726-0831

### PRESS RELEASE

For Immediate Release

Press Contact:  
Steve Thompson / Thompson Communications  
609-386-0019  
[steve@thomcomm.net](mailto:steve@thomcomm.net)

### HOW DO I LOOK NOW AVAILABLE IN ATLANTA, GA AT OUTWRITE BOOKSTORE AND COFFEEHOUSE

New York, NY — October, 2009 — *How Do I Look*, the award winning documentary film on the **Harlem Ball Community** is now available at the **Outwrite Bookstore and Coffeehouse** at 991 Piedmont Avenue, Atlanta, GA 30309. 404-607-0082



*How Do I Look* captures the Harlem Ball community's talents, the assets of this very creative and trend setting community, and takes you inside of this over thirty-five year old tradition.

*How Do I Look* highlights the legends and icons' life styles, their house system and family values, their everyday struggles, the fierce fashion, the dance vogue old way vs. new way and runway competition, the passing of three generations of ballroom fashion traditions, transgender health issues and education, HOPE messages on the battle with HIV/AIDS, and how they build their confidence, self esteem and ballroom status through the arts.

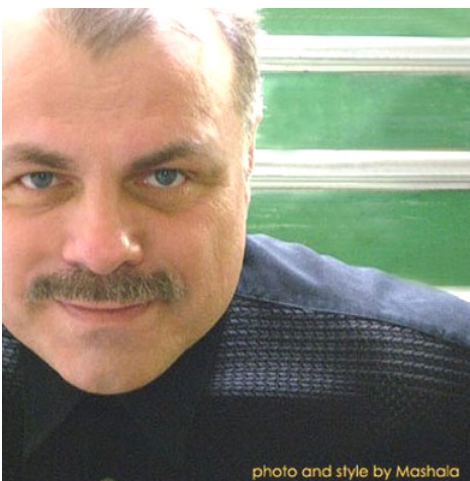
The outstanding fashion, runway and voguing visuals in this documentary are the result of this

improvisational performance art form and the natural artistic progression. It was captured by German/American activist and documentarian **Wolfgang Busch** through an artistic lens, while showcasing their talents in different categories on the runway, battling for that perfect 10 from the judges for ballroom status, recognition, cash and trophies, to become legendary and be voted into the Ballroom Hall of Fame one day.

***How Do I Look*** captured for ten years the history of the unique talents of futuristic bazaar fashion designers **Ross Infiniti** and **RR Chanel International**, along with the voguing talents of **Willi Ninja**, **Jose Xtravaganza**, **Mecca**, **Muhammad Omni** and **Andre Mizrahi** who keep the history and the legacy alive for future generations to enjoy.



The powerful transgender community is represented by **Octavia St. Laurent**, **Carmen Xtravaganza**, **Tracy Africa**, **Alyssa St. Clair** and **Jazmine Givenchy Blahnik**. They speak about their diverse life styles such as graduating from Syracuse university, modeling & performance careers and the stages of transformation of becoming a transgender. Octavia's father **Billy Austin** tells us to love our children as they are.



As a cultural gay artistic and social activist and founder of **Art from the Heart LLC**, **Wolfgang Busch** has taken on the responsibility of generating a positive energy flow for the Gay, Lesbian Bi-Sexual and Transgender arts and social communities.

**Wolfgang Busch** is an educator, visionary, motivator, inspiration, community leader, activist and role model in the NYC contemporary music community and in several Gay/Lesbian/Bi-Sexual and Transgender cultural & social communities.

He has served on the Boards of Team NY, MCAANY (Metropolitan Community Athletic Association NY), Manhattan Neighborhood Network, OutMusic and C. Virginia Field, Manhattan Borough President's Gay and Lesbian advisory council, and is now on the NYTTL advisory board to build a national Table Tennis league in the US.

Busch has received numerous awards: Communicator Award, director for the "NY / Tokyo Youth Baseball Sister, City Exchange Program", sponsored by the United Nations and the Mayors office, Draco Editing Award, for the MTV music video of the band "Sum", Live Audio for the Ace Award

winning Gospel TV show “Gospel Today”, Mikie Award for sound and lights at the Pines and Cherry Grove, Fire Island Arts Project, Camera for the Emmy Award Winning Series on PBS for Sterling Films, Volunteer of the Year by the Gay & Lesbian Community Center and the Dedicated Service Award from Metropolitan Community Athletic Association of NY.

Busch’s video production work can be seen on film, the ***After Stonewall*** documentary, CBS, MTV, LOGO, BBC TV England, PBS, CNBC, E channel, New York 1, on the Internet and on the Island of Jamaica and Bermuda.

Through his company **Art From The Heart LLC**, he has produced the highly acclaimed, award winning documentary ***How Do I Look*** about the National House Ball community, which gained worldwide attention from Madonna’s video ***Vogue*** and her documentary ***Truth or Dare***, as well as from the movie ***Paris Is Burning***.

***How Do I Look*** touches people’s hearts and inspires people from all walks of life, such as **Mo’Nique** from ***The Parkers*** TV show, **Boy George**, **Melba Moore**, and **Randy Jones** from **the Village People**.

Inspiring **Madonna** with her hit music video ***Vogue***, fashion designers **Thierry Mugler** and **Marc Jacobs**, **Tyra Banks**, **Project Runway**, and the music of **RuPaul** and **Kevin Aviance**, and continuing its history of setting new trends, the Harlem Ball community inspired the playwright **Tarell Alvin McCraney** to create the New York stage production of ***Wig Out!*** ***Wig Out!*** is expected to open in November at the Royal Court - Jerwood Theatre in London’s West End, where ***How Do I Look*** inspired the director and cast of the London production during the play’s rehearsals.

The media response has been gratifying: ***How Do I Look*** has been featured in **The New York Times**, **BBC TV** in England, the **LOGO** cable channel, and on **the Star** and **Buc Wild** radio show. ***How Do I Look*** has received numerous awards worldwide. Since the film’s release in 2006 members from the cast and the director have been invited for screenings with lectures at **Yale** and **New York University**; **The Door**, New York City’s premier youth development agency, and the **Hetrick-Martin Institute**. **Gay Men’s Health Crisis**, the worlds largest AIDS institution, high school, college and university students use the documentary for their thesis and research. Members from the cast have been empowered artistically and have benefited financially.

The ***How Do I Look*** DVD is available for purchase on **www.HowDoILooknyc.org**, on **Amazon.com**, and through selected retail stores including **Giovanni’s Room** in **Philadelphia** and now at the **Outwrite Bookstore and Coffeehouse** in Atlanta, GA.

Busch's current film project, **Flow Affair**, is a documentary on a new Ballroom runway category called "**Floguing**," which is the evolution of the combination of "**Fanning**," "**Flagging**" and "**Voguing**." The project is expected to be completed by year's end.

## **About Art From The Heart, LLC**

**Art From The Heart Films** is best known for its EduTainment/DocuFeature documentaries, reaching a crossover audience through art in education content, artistic and social empowerment, HIV/AIDS education and awareness, and plenty of entertainment.

By producing DVD videos and releasing the community highlights to the public, the LGBT and disabled performing communities reach their full marketing options. As a result, the DVDs become very helpful community outreach, promotion, membership and fundraising tools.

**Art From The Heart** films are reaching audiences through community and business partnerships, film festivals worldwide, community screenings, live performances, lectures and presentations, alternative and mainstream media, and through Internet and retail distribution.

**Art From The Heart** honors the **LGBT community**:

**Art From The Heart 2009 Award** recipients:

**OutProfessionals**

**House of Ninja**

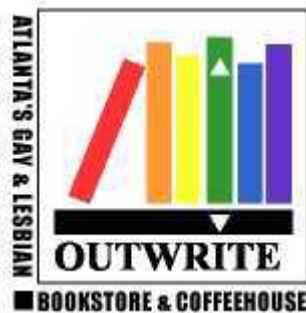
The **House of Ninja** and the **OutProfessionals** organization have been serving the LGBT business and artistic community for over two decades. For their outstanding community service, they received the **Art From The Heart 2009 Award**.



# # # #

Director / Producer **Wolfgang Busch**  
is available for interview, please contact:  
**Steve Thompson / Thompson Communications**  
580 Haddon Avenue; Collingswood, NJ 08108  
**609-386-0019**  
[steve@thomcomm.net](mailto:steve@thomcomm.net)

Director / Producer **Wolfgang Busch**  
founder of  
**Art From The Heart LLC**  
28 15 47 Street; Astoria, NY 11103  
[www.HowDoILooknyc.org](http://www.HowDoILooknyc.org)  
[www.artfromtheheartnyc.org](http://www.artfromtheheartnyc.org)  
**718-726-0831**



**Outwrite Bookstore & Coffeehouse**  
991 Piedmont Avenue  
**Atlanta, GA 30309**  
**404-607-0082**  
[www.outwritebooks.com/NASApp/store/IndexJsp](http://www.outwritebooks.com/NASApp/store/IndexJsp)