

***HERadventure: Innovative Approach using  
Film/ Gaming/ Social Media to Empower Women***



Photo by TT Coles

What would happen if the societal issues affecting women put other planets at risk? We will soon find out in **HERadventure**, a science fiction-based, multimedia platform project that interweaves virtual worlds, digital and social media to create a cutting-edged gaming and storytelling experience.

The **HERadventure** project is helmed by Ayoka Chenzira, Ph.D. (Ayomentary Productions) and HaJ (Urban Chameleon Media). At the heart of **HERadventure** is a coming of age story that stars a reluctant, young woman of color who comes to earth and ends up a superhero. Ayoka and HaJ also happen to be mother and daughter with a long history of collaboration on projects featuring a

unique lens on issues of women and people of color. The National Endowment for the Arts recently validated the need for **HERadventure's** interdisciplinary approach to storytelling and engagement in social issues when it awarded the project a \$100,000 grant through Spelman College, where Ayoka is the founder and director of the Digital Moving Image Salon. The award is the first NEA grant for Spelman College.

Ayoka and HaJ's innovative approach on the **HERadventure** project combines filmmaking, interaction through gaming elements and amplification of message through social media. "We are experimenting with ways to address social issues, personally engage viewers and reach them where they get entertainment / education in the digital age" said Ayoka. "Stories and superheroes developed for the new digital film and gaming formats seldom include women of color. **HERadventure** will not only address this issue but engage more young women through gaming and illuminate the interconnectivity of us all," said HaJ. **HERadventure** is scheduled to release in the spring of 2013.

Ayoka Chenzira (Ayo) is one of the first African American women to write, produce and direct a 35mm feature film, *Alma's Rainbow*. Her films and digital media projects have been exhibited internationally. Ayoka is also the first African American female animator. In addition to the **HERadventure** project, she is currently developing the novels of New York Times Best-selling author, Pearl Cleage for the screen. This past November, Ayoka was invited to present her work at TEDx Peachtree and at the Bronze Lens Film Festival.

HaJ is an Emmy nominated film, video and media producer. She has developed her craft working at Sony Picture's Red Wagon on the development team that produced *Jarhead*, *Stuart Little* and academy nominated film *Memoirs of a Geisha*. HaJ is the creator and founder of Tickles.TV and Urban Chameleon Media, which creates content for multimedia platforms for and about the multifaceted experiences of people of color. Her work has been show cased at Women of Color in Film & TV, The Black Women in Film Network, National Black Programming Consortium and the Alliance Theater.

For more information or to submit interview requests, contact Damija Mitchell at 646. 535.4165 or [info@urbcham.com](mailto:info@urbcham.com)

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## The Story of

# HER ADVENTURE

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By  
**Ayoka & HaJ**

A universal truth, across space and time, and to all things: Everything is connected.

*HERadventure*, reveals that incivility anywhere is a threat to civility everywhere; that evil seeded on one planet can feed evil on another. That is where the story begins: on another planet, another world entirely....

Xamtha. A once-great planet -- a thriving civilization of women leaders and noble warriors -- is slowly being consumed by a spreading darkness, mysterious in its origin, ruthless in its destruction. The elite warrior corps of Xamtha, the Glovebearers, has been dispatched to combat this dark force, and to protect the very source of Xamthan life -- its Life Energy Force.

Harnessed from the roots of precious trees, the Life Energy Force is all that stands between the Xamthans and utter extinction. And it is slowly being eaten away by the corrosiveness of the encroaching darkness.

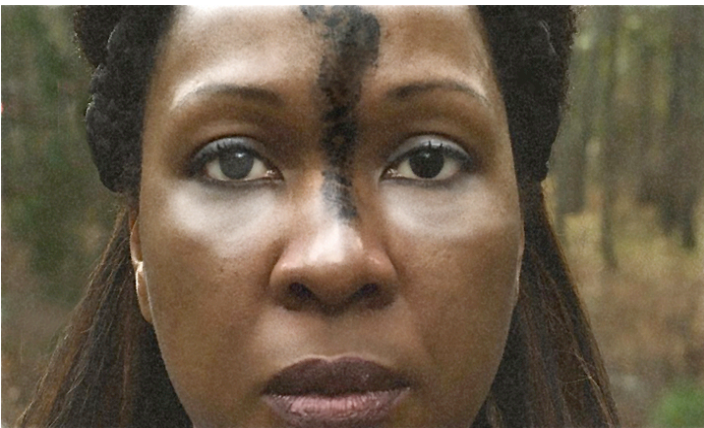
Enter the Glovebearers, helmed by Zira, their steadfast commander. The Glovebearers derive their name from the distinctive Glove of their uniform, bestowing them the powers of teleportation, object levitation, and threat elimination by highly-focused beams of energy. On a routine life force excavating mission, Zira leads the Glovebearers to an area of Xamtha as-yet unravaged by the dark force. With her, Zira brings a young, untested trainee and aspiring Glovebearer: *Her*. Zira possesses a keen sense of duty to train up the next generation of Xamthan defenders, but a keener sense of responsibility for Her, who is also Zira's younger sister. Out of this sense of duty, Zira presents Her with a unique opportunity to prove herself as a competent warrior-in-training, but, not yet sure of herself nor possessed of the skill set to handle herself under pressure, Her unwittingly turns a routine excavation into an all-out battle when she accidentally releases a mass of dark force into the atmosphere. As Her cowers from the devastation of her blunder, Zira commands her troops to fight down the darkness. But to no avail -- the dark force consumes stores of life force, bests the Glovebearers in battle, and spreads throughout the planet.

For her culpability as commander of the failed mission, Zira is brought up on charges before the Xamthan Council. Because responsibility for self and sister is such a sacred concept on Xamtha, the revered Council does not hold back in bringing Zira to account for the ruinous outcome of the battle -- Zira is stripped of her rank and incarcerated to think on her failures. Zira never once mentions her sister's culpability in the release of the dark force.

Shrouded in guilt over Zira's predicament, Her resolves to make things right with her sister. With no clear plan in mind, but with a heavy desire to unburden her heart, Her goes to the base where Zira is being held in custody. But, when Her finally arrives, she finds Zira's cell empty. As a great cry of alarm goes up throughout the encampment, Zira emerges from the shadows of the base, grabs Her, and together the two sisters escape into the night.

With guards doggedly pursuing them, Zira and Her come to a fateful spot -- an ancient cave, within which lies a portal through space and time. Her, horrified and distressed that Zira wants to attempt an escape through the portal, argues for Zira to stay, to wait out the conflict. But Zira, unfazed by her own persecution, knows that an answer to the dark ailment of Xamtha lies on the other side of the portal -- that energy signatures of the dark force indicate that it is originating from another planet: Earth. Determined to stop the dark force at its source, Zira goes through the portal against Her's protestations.

Her finds herself painfully alone... but only for a moment, as the sudden appearance of an unexpected visitor throws Her off balance... and through the still-open portal. Her hurtles through space, falling finally to Earth. But a reluctant hero is still a hero, and this is where Her adventure truly begins....



On Earth, Her enlists the assistance of you, the audience-turned-Player, and the adventure becomes an interactive experience in which conflicts through instances of social injustice must be overcome through a series of game-mode challenges. Her comes upon various scenarios of societal issues affecting the women of Earth -- discrimination, domestic violence, sexual predation among them -- and in finding that the root

of these evils is the root all evil, she finds her voice and a great unknown strength.

The audience becomes observer an integral player in Her's adventure -- a journey embarked upon to discover the ties that bind us, the struggles that unite us, and the responsibility that we all have to one another. Because if, as the Xamthans believe, everything is connected, then each of us is our sister's keeper in *HERadventure*.

Let's begin!