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Hi John, Here's the Julia article. I'll be by yr office soon to drop off the pix. Talk soon, P

### Celebrity Skin: Julia Alexandratou Poleaxes the Collective Greek Libido

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Anyone who lives in Greece, and is not currently familiar with the sexy media-sensation Julia Alexandratou, lives under the jail in the rooms that are essentially long-forgotten bubbles in the concrete. The twenty-three year old ash-blonde jaw dropper is almost a nightly fixture on the tabloid news programs of every television channel in the country. She is an inescapable presence on the Star channel, which features lifestyle and celebrity reportage, and has her fabulous physiognomy plastered all over every billboard, pylon and construction barrier in Athens, promoting the 848 Internet casino site.

#### Basic Julia Stuff We All Must Know

La Julia has persistently generated media interest since her second competition in the annual Star Hellas beauty competition. Her Barbie-doll like body, fixed sensual gaze and kilograms of peroxide blonde hair garnered her an instant fan club among the shopping mall teen-hormone set and glamorous, social vampire night-people. In short time she became a staple among the high-visibility bouzoukia crowd, paparazzi altar goddess, middle-of-the-pack pop singer, and an indispensable guest at the parties of the fabulous.

#### Sex Sells, Baby

Just when it seemed that the TV-land viewers were starting to get a bit blasé with her glitzy exploits, Julia dropped the atomic media-bomb that no one was ready for or had expected from her. In February, Julia released a twenty-seven minute, X-rated DVD from the Sirina Productions group entitled *The Forbidden Julia Alexandratou*, which is the only movie production company in Greece which makes adult –content films.

I remember sitting and talking with some friends when we heard the news about the new, red hot Julia DVD. We were all sure it was just some teaser, soft-core T&A quickie that she'd done to get some free attention for herself. We were *completely* mistaken in our conservative assumptions. A work associate gave me bootleg copy of the DVD from his

briefcase as if it were a disc full of stolen missile launch codes and slyly assured me I would not be disappointed by Julia's performance. Truer words have rarely been spoken.

In this twenty-seven minute erotic marathon, she passionately and professionally performs the bulk of the *Kama sutra* with a remarkably well-endowed young man (my wife says he's a mutant) in any variety of styles and positions- both parties consummating with apparent relish at the end of the festivities. I watched it twice that evening for bonus personal enjoyment, and the second viewing was even more satisfying than the first.

## The Media Blitzkrieg

There are no adequate words to describe the televised pandemonium which immediately followed the release of *The Forbidden Julia Alexandratou*. For several days, the television reportage was something equivalent to what happened during the World Trade Center bombings of 2001. The saturation-coverage was relentless. Every TV, radio, iPod and Internet broadcast in the country covered nothing but Julia, Julia, and more Julia.

Every periptero (street-kiosk) in Athens, of which there are literally thousands, sold the Sirina DVD. It went for the price of twenty Euros and came in a spiffy, blister-pack package and contained a little bonus booklet of photos. According to media rumor, Julia received 800,000 Euros for her performance. However, the black market, pirated version revenues for the film will probably never even be close to adequately calculated.

## Localized Voodoo Economics

Athens city center and the well-populated suburbs are crawling with illegal street vendors, who hail mostly from Senegal. They sell everything you can imagine from sacks made out of knotted-bed sheets: knock-off designer handbags, jeans, wallets, belts and underwear being the greater amount of their merchandise. They also sell bootleg CDs, DVDs and phone cards from every carrier in the country. I sometimes go to the huge, open-air bazaar in Piraeus on Sundays to walk around, look at stuff and eat jumbo souvlakis from the gypsies who set up corner hibachis. That Sunday, after the release of her disc, every street-vendor in the city was carrying bucketfuls of the bootleg Julia DVD- the asking price was two Euros; a jumbo souvlaki costs three Euros. The DVDs appeared to be selling quite well that day at such a discounted amount from the twenty Euro price at the kiosks. Several of the eager buyers appeared to be scruffy-looking, junior high school rat-boys nowhere near the age of eighteen. The sellers did not seem to have any great moral difficulties conducting commercial transactions with them.

Things have cooled-off a bit lately. As of this writing, September, 2010, Julia is just a well-watched blip on the paparazzi radar screen. Television camera crews still follow her around, filming her in bars and restaurants. It's like watching a lame undergrad film documentary: Julia walking, Julia tired, Julia eating sandwiches. They seem to be waiting,

hoping against hope, for the next Julia-driven, media-earthquake to hit. I'm almost sure it won't be too long until they get what they're looking for.

### The Man with the Plan

In my interview with Dimitris Sirinakis, the owner, operator, cinematic director, writer and sales manager of Sirina Film Productions, we discussed the phenomenon that Julia has become in the country. The man, and our conversation, was not what I was expecting from an adult film producer.

I admit it freely, I was ready to see a heavy-set, somewhat unrefined man in his fifties, watchful and over-confident, with brilliantine hair, sporting a faux Armani jacket, reeking of Paco Rabanne cologne, drinking Cutty Sark from a rock glass and flashing a well-polished Panerai wristwatch. What I got was the exact opposite.

Dimitris is a young man in his thirties, polite to a fault, who donned a plain white T-shirt, non-picturesquely worn blue jeans and a pair of indescribably plain sneakers. No wristwatch of any trade name was visible. He laughs continuously. So do the two young men who work with him at his office. Our chat started instantly and continued far after the formal interview was finished.

*Did Julia come to you with the offer for an adult video, or did you approach her?*

I came to her with the idea.

*The word on the street, and I've heard it many times, is that she received 800,000 Euros for her performance on the DVD. Is that true?*

No. Not even close. I can't tell you how much she made, but it's nowhere near that amount. It's much, much less than that.

*Compared with your other releases, how well did Julia's DVD sell?*

It is by far our best seller, despite all the black market copies which were made immediately after its release.

*Will you make more DVDs starring Julia?*

We have a contractual agreement that will last for a while, but right now there are no plans for anything else.

*Why do you think Sirina is the only producer of adult films in Greece?*

Trust. It's hard to find people you can trust in any business, but in this business it's unusually difficult. I have a group of people I work with and can count on. That's the reason why we're still in operation.

*Have any other Greek celebrities approached you about making adult films?*

Yes, several, but I'm not at liberty to tell you their names.

