

CENTER FOR ASIAN AMERICAN MEDIA PRESENTS
CAAMFEST 36

NAILED IT, the First Film to Chronicle the Remarkable Saga of the Vietnamese Nail Salon, Premieres at the CAAMFest36

San Francisco, CA - Visit any strip mall in the United States, and there's bound to be a Vietnamese nail salon. While ubiquitous in cities across the country, few Americans know the history behind the salons and the 20 Vietnamese refugee women, who in 1975, sparked a multibillion dollar industry that supports their community to this day. Weaving powerful personal stories with insightful interviews, **NAILED IT**, a new documentary by director Adele Free Pham, captures an unforgettable and often hilarious saga born of tragedy, charting the rise, struggle, stereotypes, and steady hold Vietnamese Americans have on today's multiethnic \$8 billion dollar nail economy.

NAILED IT will premiere on **Saturday, May 12th at 4:50pm at the AMC Kabuki 8 as part of CAAMFest36, the 36th festival showcase presented by the Center for Asian American Media (CAAM)**. A panel following the film will feature director Adele Pham, and Co-Founder and Managing Director of the California Healthy Nail Salon Collaborative, Julia Liou.

"My vision for **NAILED IT** changed over the course of production" said director Adele Pham. "What I didn't expect was the effect exploring the history of the Vietnamese salon would have on me. As a mixed race, second generation Vietnamese-American woman, there was always a disconnect from my culture, which I inadvertently found a place within by documenting the definitive history of the Vietnamese nail salon."

"With stereotype narratives about immigrants and immigrant communities dominating public discourse, the film's insight into intercultural relationships, female entrepreneurial pioneers, and the underlying refugee experience, is the spotlight we need now more than ever to remind us all that we are one nation of immigrants" said Julia Liou, MPH Co-founder & Director of the California Healthy Nail Salon Collaborative, one of the co-hosts of the CAAM premiere.

According to Don Young, CAAM Director of Programs, "Filmmaker Adele Pham's entertaining and urgent take on the refugee experience should be required viewing at a time when the immigrant's value to America is being fiercely debated. She is a necessary voice of the future."

Tickets are available here:

<https://caamfest.com/2018/films/nailed-it/>

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About CAAMFest:

CAAMFest, formerly the San Francisco International Asian American Film Festival (SFIAAFF), celebrates

the world's largest showcase for new Asian American and Asian film, food, and music programs. Annually presenting over 120 works in the Bay Area, CAAMFest presents its 36th year from May 10-24, 2018. For more information, please visit <http://www.caamfest.com>.

About CAAM:

CAAM (Center for Asian American Media) is a nonprofit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. CAAM does this by funding, producing, distributing and exhibiting works in film, television and digital media. For more information on CAAM, please visit www.caamedia.org.