



Sex, toys, action! Comedy spotlights China's adult shops

By **Grace Wong**, for CNN

June 24, 2010 -- Updated 0206 GMT (1006 HKT)

Now that he has finished filming his latest movie, director Sam Voutas doesn't know what to do with the boxes and boxes of sex toys he has accumulated during the course of filming. "The first thing I've got to decide is what to do with all the toys. I'm looking forward to getting them out of my apartment," he told CNN recently. Let's back up.

The film in question is not pornography, but a Mandarin-language comedy about China's adult sex shops. "Red Light Revolution" tells the story of a down-and-out Beijinger who decides to open a sex toy store in his neighborhood.

When Australian-born Voutas, who did double duty as writer and director, moved to China five years ago, he was stunned to find sex stores "on every corner."

"This was surprising from a Western perspective, something I hadn't seen on TV and I wanted to pursue that," he recounted. The result is a film -- Voutas calls it China's first sex shop comedy -- that shows a side of China that, he said, rarely gets covered in the mainstream media.

Attitudes towards sex have been liberalizing since China legalized adult sex shops in the early 1990s; just look at the booming manufacture of erotic toys and the scores of shops that stock them, said Voutas.

"Everybody is on the internet and sex is one of the things people talk about on blogs and Chinese websites," he said.

But it is still a sensitive topic, one that reflects "tradition colliding with modern commercial interests," Voutas explained.

Older generations are unlikely to speak frankly about sex, he said, noting that the lead actress in "Red Light Revolution" chose not to tell her parents the premise of the movie.

And even though they are common, there is a stigma associated with frequenting or operating stores that stock blow-up dolls, supplements and other sex aids.

(Full Article at CNN.com)