



DOCUMENTARY SCREENING

Nailed It

FOLLOWED BY Q&A WITH DIRECTOR
ADELE FREE PHAM

In virtually every city, state and strip mall across the U.S., women get their nails done in salons likely owned by Vietnamese entrepreneurs. How did this community come to dominate an \$8 billion dollar nail economy? *Nailed It* takes viewers from Orange County to the Bronx to meet the diverse people and relationships behind this booming and enigmatic trade. Among others, the film features Mantrap, a nail salon chain which found its start in Los Angeles by business partners Olivett Robinson and Charlie Vo, demonstrating a small business model that was copied so frequently it became a part of Vietnamese culture—and the American standard for Asian nail salons in black neighborhoods.

This event is sponsored by the UCI Film and Media Studies Department.

free and open to the public

FRIDAY, OCTOBER 18 AT 2PM

MCCORMICK THEATER | 1070 HUMANITIES GATEWAY

