

Featured Studio: Spark Erotic – The Elegant Swan

By: Magnus Sullivan

One of the great things about watching the river of content flow through Gamelink is that, every now and then, a real gem passes by. Colorado-based Spark Erotic is an elegant swan on the waters of the adult industry.

I've been watching them develop over the past two years and it is now clear they have what it takes to set a new standard in the mainstream porn market. The level of directing, cinematography, audio, musical scoring and editing is superior. While there are certainly those who excel in one area, it's hard to name a studio making movies with the combination of broad appeal, skilled movie-making craft and genuine passion to present highly sexual content in a positive way.

Spark Erotic is not only setting a new standard for quality in adult, they might also be pointing to a new model for our industry. With the economics of production crippled by tubes, piracy and an increasingly fragmented market, it is difficult for established studios to justify the time and capital to create great content. And qualified newcomers hesitate to carve into an already carved-up and ever-shrinking pie. But this group is in it for the long haul, with their eye on a creative legacy rather than their capital account, and they have a Blue Ocean approach to adult, attempting to do to the industry what Cirque de Soleil did to the traditional circus.

To say that Spark is a collaborative team is an understatement. The studio exists completely outside of the mass-production demands of the San Fernando Valley and its productions are

organic extensions of its large and genuine community. The core team of three spends almost every day together and they draw from a committed group of performers who are all in real relationships with the people they shoot with. Not only that, but Spark works with performers to develop the fantasies they'd actually like to realize in the shoot. "Our performers not only really want to perform, they want to bring the genuine energy of their relationship onto the screen," says Spark co-founder and Creative Director, Urvashi. The deep connection between performers is palpable and a key differentiator in their productions. No phony moans and orgasms here!

Where Spark truly excels, however, is in their attention to detail. The sound, directing, locations, styling, musical scoring and nuanced editing all work to create the uniquely cinematic quality of their work. Kama, co-founder and Director of Photography, leans on his 12 years of erotic photography to give Spark its textured look with balanced color and creative use of contrast while Cortez takes the raw material and breathes energy, soul and sensuality into the work with his nuanced editing and musical scoring. The team is quick to note, however, that everyone affects every aspect of production, so the final product reflects collaboration rather than any individual vision.

Spark will typically spend a month preparing to shoot one scene and then another month editing the scene. Efforts like this are rarely present in adult, and the result is a visual experience that meets the sophisticated demands of the modern audience. And where most studios simply follow the sales figures, Spark has a very ethical slant to their productions. And where most studios simply follow the sales figures, Spark has a very ethical slant to their productions. "We love keeping sex authentic and hardcore while respecting everyone involved," says Kama. "Our content is in line with our ethics: no cheating, no incest, no lying."

And no bad movies. With the lofty goal of elevating the public's perception of hard core content, Spark is taking its time to craft movies that reflect its mission and lay the foundation to modernize the sexual circus of mainstream porn. Although they're currently working with short-form pieces, Spark is increasing the both the length and ambition of their work with each successive piece. If the current trajectory of the work is an indication of what's to come, we're in for quite a ride as this new, passionate and talented group grows into their potential.



About Magnus Sullivan

[Email](#) | [Facebook](#) | [Twitter](#)

Magnus Sullivan has been at the forefront of technological and cultural shifts for more than 20 years. In 1993 Magnus founded eLine, one of the first system integration firms in San Francisco, bringing some of the biggest brands in the world online. One of his first clients was the storied progressive adult toy reseller, Good Vibrations. This was his first foray into the world of adult and he never looked back, partnering with the powerhouse, Game Link, to help create one of the most formidable companies in the online adult market. He has created two of the most awarded and recognized movies in the adult industry ('An Open Invitation' and 'Marriage 2.0', which won The Feminist Porn Awards coveted 'Movie of the Year' award in 2016) and recently launched www.manshop.com, a reseller of sex toys for men, and www.betterthanthehand.com, a sex positive blog that promotes male masturbation and discusses the various

social issues associated with it. Sullivan has written extensively about the need to expand and enhance content production in the adult industry and is also the author of 'Better Than The Hand: How Masturbation is the Key to Better Sex and Healthier Living'. He is a fourth-generation SF-native, lives with his wife and children in the San Francisco Bay Area and enjoys kite boarding, skiing, triathlon, cooking, reading, writing and just about everything else that engages his mind and his body.