

Trumpet of the swan

Jan Huttner takes on the male-dominated film industry.

By Ruth E. Kott

Photography by Dan Dry

If you saw *Sex and the City* this summer, you were supporting more than the popular HBO franchise about four powerful New York City women. According to Jan Lisa Huttner, AM'80, the film's box-office gross—\$150 million as of the end of July—affirms that movies marketed primarily to females can succeed, a fact that Hollywood has been slow to realize. In 2007 only five of the 50 top-grossing films were about or starred women in strong roles.

But the hordes of gal pals who flooded the theaters, says Huttner, are showing film executives that superheroes aren't the only story lines that sell. "Most women in the audience still don't realize the impact of their decisions," she wrote July 30 in *Traction*, an online magazine for women in the television and film industries. "How often have I been told: 'There's nothing good in theatres anymore.' Or worse: 'I wanted to go, but my husband won't see chick flicks.'"



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