

Shots Media Party 2007

On July 18th, a hot and sunny summer day, the Shots Media Party in Weurt again attracted about 200 guests. However, this time, the party was an even more special event because it was held simultaneously with the opening of the brand new Shots Media premises at Beneden Leeuwen. The editors of *SIGN Europe* were also present at the party to provide you with a first-hand account of this porn get-together.

In every year, the business partners of Shots Media can expect to be invited to a really special event. The always much-awaited annual Shots Media Party has long established itself as the perfect opportunity to get in touch with the Shots Media managers, their major business partners and, not least of all, with a number of hot female porn celebrities. In this year, Oscar Heijnen, 35-year old founder of the Dutch distributor, again spared no efforts to make sure that his guests could enjoy an entertaining and relaxed day. This time, a pasture on a road in the little town of Weurt was chosen as the location for the party and, just like last year, a set of white tents were pitched up to protect the visitors from the blazing sun. Of course, all the important managers of Shots Media were present there, including the two Heijnen brothers along with Pierre Barendregt, and they were happy to per-



Again, Oscar Heijnen had invited all his family, friends and major partners to the Shots Media Party

sonally welcome the guests, of which there were about 200 on this day.

As could be expected, some of the international business partners of Shots Media also attended the party and naturally the journalists took the chance to interview them and to learn about their latest plans and projects. In this regard, it was especially Lynton of Robert Hill Releasing who came

all the way from Chatsworth, California, and who was busy talking to the other guests and to the press most of the time. Lots of European partners of Shots Media were invited to the party as well. These included Wim Bos and other members of the team of Mister B, the ABS crew, Lisa and Kevin of Phoenix Films and many, many others. However, this whole day was indeed not so



Lynton of Robert Hill Releasing travelled all the way from California to join the party



The Robbie Williams double delivered a very professional performance



Lisa of Phoenix Films hugging Dennis Heijnen



Oscar Heijnen has a soft spot for some rather massive pieces of furniture



Bas Driessen, Art Director at Shots Media, seemed to like his new office

much about business matters but a cosy and informal get-together of friends and trusted Shots partners.

As far as the show schedule was concerned, this year's party didn't actually seem to lack much and maybe was even a little more spectacular than the last. Again, Etienne, the sun-tanned entertainer was hired to entertain the guests with his interpretations of several famous pop songs; it didn't take long until some of the visitors could be seen singing along to the catchy tunes. However, later in the afternoon, the live performance of a Robbie Williams look-alike attracted even more attention and everybody agreed that the moves and dance-steps of the fake Robbie did come quite close to the original.

While a majority of the guests spent the day just chatting or having a drink and something to eat, others readily used the opportunity to ride the Shots Media helicopter and watch the whole action from above. This was all the more interesting because the Nijmegen Vierdaagse, a world-famous walking competition, was held nearby. The same afternoon, the helicopter also served as the location for a little photo session when Wendy Somer and some other scarcely dressed performers posed right in front of the cockpit, offering the photographers lots of chances for some really exclusive shots.

At about 5 pm, the party was slowly starting to close. Or maybe it would be more appropriate to say that it was relocated in a speedy cavalcade of stretch limos to De Tempelier, a pub in downtown Nijmegen. There, between the many stages where live music was played throughout the evening, Oscar and Dennis Heijnen kept talking and

drinking with their guests right until dawn. This nice little pub was chosen by Oscar for a very particular reason as it was allegedly right here where most of the important decisions regarding the management of Shots Media were made in the past, the Dutchman revealed to Sign Europe.

The next day, everybody was then invited to pay a visit to the new warehouse and offices at Beneden Leeuwen, a little town situated nearby Nijmegen. Oscar Heijnen was happy to guide the editors of Sign Europe through the new premises as well, which appeared to have been almost completed in time. The huge warehouse was of course an impressive sight as the shelves were already well-filled with pallets and cardboard boxes. The DVD showroom, which is located on the 2nd floor of the Shots "castle", was also worth a visit because it gives you a stunning impression of the wide range of porn movies Shots Media currently has on offer. According to Oscar Heijnen, 2500 different DVD titles are currently listed in Shots' catalogues and at

Beneden Leeuwen, more than one million movies will eventually be in stock when the whole logistics department has relocated to the new warehouse. Moreover, with the new offices, which are housed in the same building, the Shots team is now finally provided with a very stylish and modern work station. It was especially the furniture which seemed to be of special importance to Oscar and Dennis Heijnen, as they decided on a mixture of state-of-the-art office furniture and a selection of some rather classic but at the same time very elegant tables and armchairs. Naturally, Oscar's very own office is also very impressive to say the least; with a huge dark desk, some really comfortable armchairs and of course the massive fireplace, the entire room is perfectly suited to receive guests and to create an inviting and relaxed atmosphere. To sum it up, the whole new Shots Media premises appear to be designed in a thought-through and rather sophisticated way and there's little doubt that the Shots managers and employees will enjoy working in their new environment.



An industrial estate at Beneden Leeuwen was chosen as the location for the new premises



The new warehouse is already well-filled with toys and videos