

selected
works



Portfolio.

Joel
Primus

Films &
Projects

2024



About the Host & Filmmaker.

An entrepreneur among other things, Joel Primus is the co-founder and creative visionary behind Naked Revival, Kosan Travel and Naked Underwear. Currently, Joel hosts of The Ramble Podcast, where he has unbound and uncensored conversations about people, places, pursuits and performances. He is the Director and producer of multiple documentaries and docu series including the award winning Raising Global Citizens, Finding Nowhere, Colombia and Revive as well as the Author of Getting Naked - The Bare Necessities of Entrepreneurship and Startups and Good Boy Bad Boy. He shares his thoughts and adventures on the joelprimus.com blog.

Once an elite long distance runner, he now enjoys daily training, meditation, and time with his family on their farm outside Vancouver.

Documentary & Shows

Completed + In Production



Raising Global Citizens

2023 · 1h 32m



Documentary

After news that their dear friend had passed away, the Primus Family decide to give up their busy life in New York to journey around the world with hopes of growing closer as a family, and proving the value of travel in raising children to be compassionate human beings who feel p... [Read all](#)

Directors [Connor Moran](#) · [Joel Primus](#)

Writers [Connor Moran](#) · [Episode guide](#) >

Finding Nowhere

TV Mini Series · 2023 · 40m



Adventure

An avid outdoorsman invites his cousin, Joel to leave the city life and join him in the pursuit of building a new remote wilderness cabin in the rugged and wild province of British Columbia, Canada. Before they're ready to start, they must assess the survivability of an array of ... [Read all](#)

Stars [Joel Primus](#) · [Ryan Primus](#)

[IMDbPro](#) See production info at [IMDbPro](#)

Colombia

2023 · TV-PG · 26m



Documentary

Short

Over the course of his global travels in life, Joel Primus had yet to step foot in Colombia, a country deemed to be unsafe. However, Joel decided to face his fear, and in the heart of Colombia, he found a country with change in its heart.

Directors [Connor Moran](#)

Writers [Connor Moran](#)



REVIVE

An Entrepreneur Story

Pre-Production

Documentary & Shows

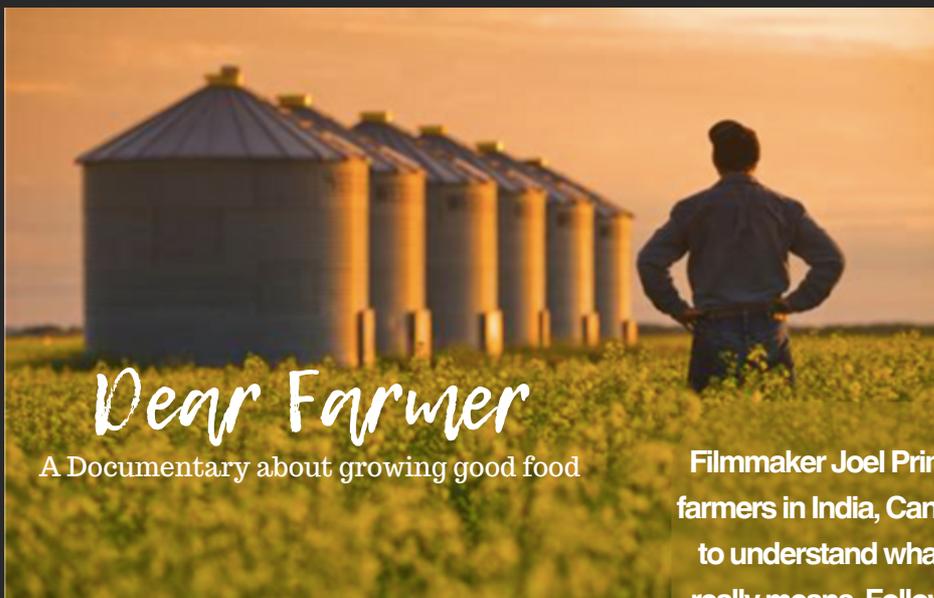
Documentary Film or 2-4 Part Docu Series



Join the Primus's, a modern family on a quest to discover the true roots of Christmas, from its ancient origins to its current status as a commercialized holiday. Follow them as they embark on a journey to uncover the historical and cultural significance of Christmas around the world, while also examining the marketing and consumerism that has transformed it into a global phenomenon. Will they uncover the true meaning behind this beloved holiday or will the glittering lights and shopping frenzy distract them from their quest?

Finding Christmas

One Western Family's Journey To Find Out The Origins of Christmas



Dear Farmer

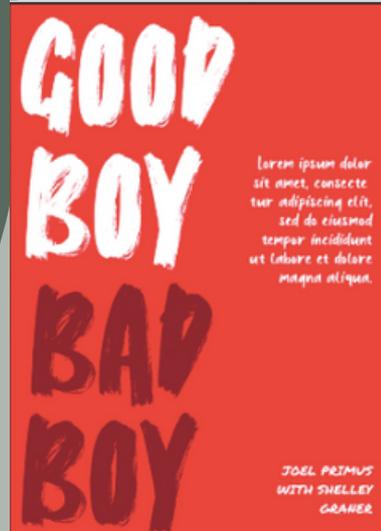
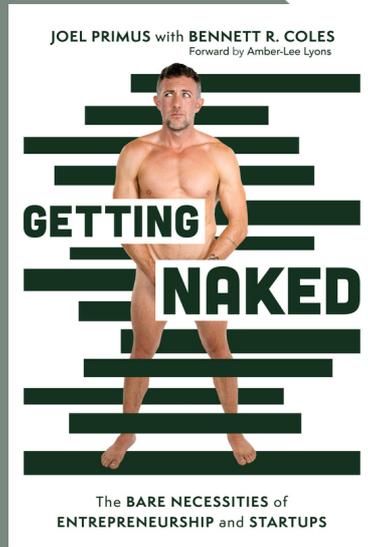
A Documentary about growing good food

Filmmaker Joel Primus sets out to meet with farmers in India, Canada, the USA and Holland to understand what “No farmers No Food” really means. Follow Joel as he learns about the historical and cultural importance of farming, how commercial farming has transformed the industry and how the regenerative agriculture and eating-local movements intersect with climate initiatives and the objective of feeding the world.

Books & Pod



From the small country town of Abbotsford to the skyscrapers of New York, this book shares the hard-learned lessons and captivating story of the start-up that beat all the odds, Naked Boxer Briefs, a Nasdaq publicly-traded company that had A-list celebrity endorsements, raised over 17 million dollars, and sold its product in department stores around the world, including Nordstrom and Bloomingdale's.



Good Boy, Bad Boy (WT) explores the duality of good and bad, and the struggle that results when external cues conflict with internal feelings and desires.

coming soon



Unbound and uncensored conversations about people, places, pursuits and performances.



APPLE
PODCASTS



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Writing



A Quick Word On Creating Art

🕒 May 9, 2022
👤 Joel Primus

Every time I sit down and put my fingers to the keyboard to write another book, I promise myself it's...



Working Out as Practice to Re-Define Your Edge

🕒 July 6, 2022



Endurance as a Competitive Advantage in Business

🕒 September 26, 2023
👤 Joel Primus

As a runner, the middle of the race hurts the most. It doesn't matter how far you're running, somewhere in...

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Stoic Lesson's From a Motorcycle Trip

🕒 October 18, 2022
👤 Joel Primus

The sage brush gently swayed in the wind, offering a whisp of its delicate, earthy and herbaceous scent. Below, the...

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Getting Comfortable Being Uncomfortable

🕒 September 13, 2022
👤 Joel Primus

Revealing The Top 4 Things Men Look for in Women

The surprising top 4 things that men are looking for in women on a non-superficial level. When of our team members at Naked Revival...



👤 Joel Primus
Aug 8, 2023 · 5 min

TRUTH + CULTURE

The Red Pill Movement

The red pill movement has lost all its meaning but is this new empty definition forcing us (and others) to ask the hard questions...



👤 Joel Primus
Aug 8, 2023 · 5 min

RELATIONSHIPS

Revealing The Top 4 Things Men Look for in Women

The surprising top 4 things that men are looking for in women on a non-superficial level. When one of our team members at Naked Revival...



On Life Experience

🕒 July 27, 2022
👤 Joel Primus

The following story is originally intended to be included in the first chapter of Getting Naked – The Bare Necessities...

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👤 Joel Primus
Aug 8, 2023 · 3 min

RELATIONSHIPS

5 Tips for Building Intimacy with Your Partner

Intimacy is a pillar of a great relationship. Trust, collaboration (or co creation), communication and pleasure (or enjoyment) would be...



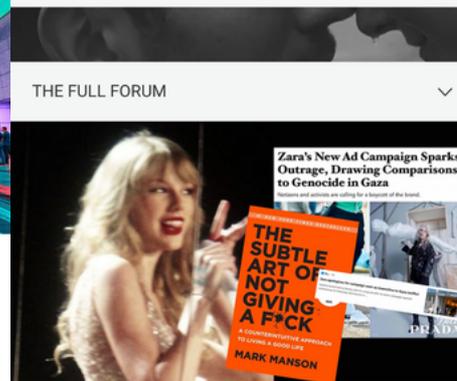
Pattern Disruption and Other Lessons From Tokyo

🕒 June 13, 2023
👤 Joel Primus

💬 1 Comment

In front of me, displayed on packed shelves is laundry detergent. Around the corner, are variety of dildos. Strawberry...

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THE FULL FORUM

👤 Joel Primus
Dec 22, 2023 · 6 min

TRUTH + CULTURE

Taylor Swift, Zara, Mark Manson and The Art of Non-Reaction

Joel Primus explores how tuning out might be the ultimate political statement to what we find to be "unacceptable":

Adventure.

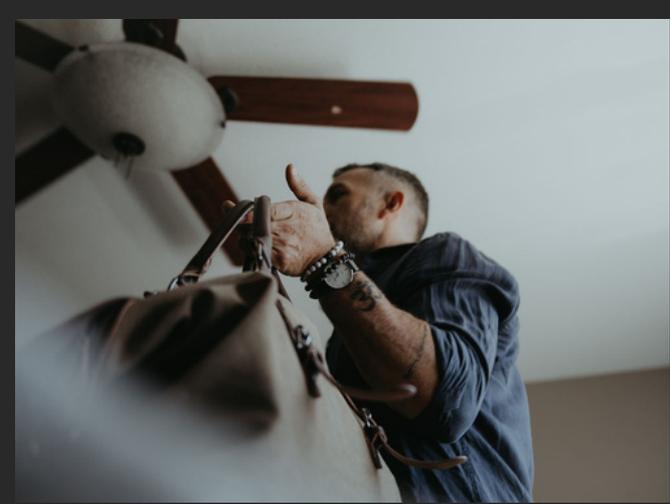
Stories.

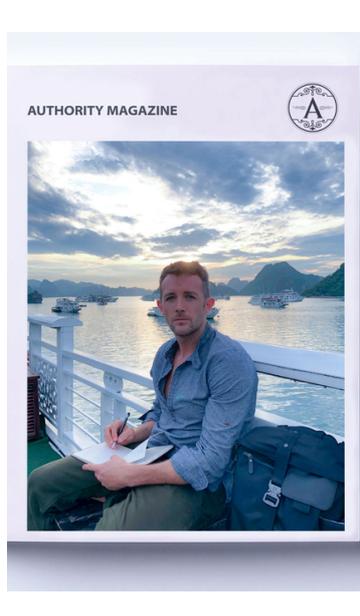
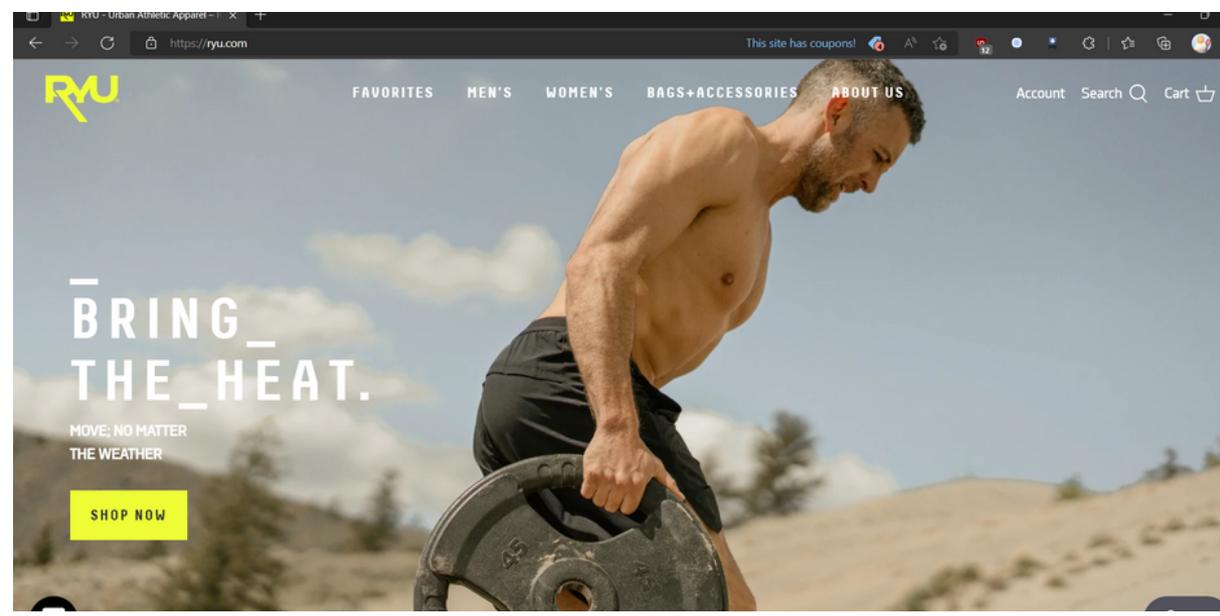
Culture.

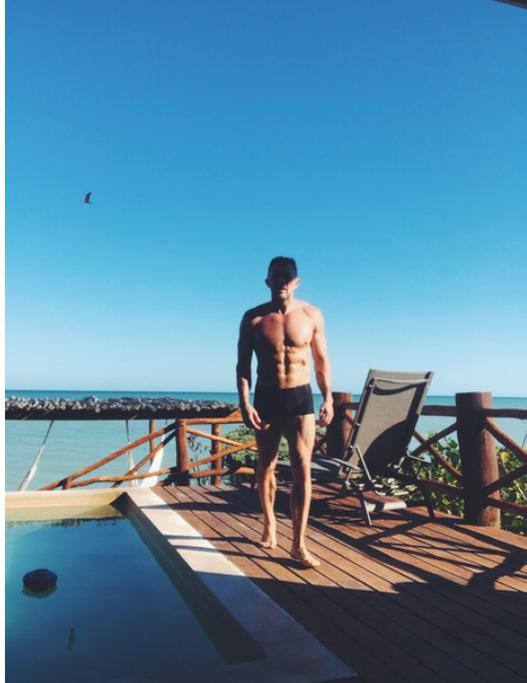
Health.

Current

Events.







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www.raisingglobalcitizens.com

www.findingnowhereshow.com