



MEDIA KIT

Meet the Co-founders

Ihsaan and Ellisa York are redefining the term “power couple” in media and entertainment. With a commitment to inspiring and uplifting communities worldwide, they are the innovative minds behind House of York Films.

With 27 years of marriage and a family of seven, the Yorks have successfully merged their personal and professional lives in media production and real estate investment. They personify a rare blend in American business: instinctive first-generation entrepreneurs paired with analytical second-generation managers. Their achievements in real estate and investment reflect their unique talent for navigating the competitive business world and the creative world of film.



Documentary Project

First making their mark in the dynamic environment of New York City, the Yorks are igniting a movement that is spreading across the nation. Through their film and media work, they embody the idea of classical beauty and heroic realism, their words resonating deeply with audiences.

In collaboration with acclaimed documentary filmmaker Mike Pulcinella, the Yorks released *The House of York Documentary*. The documentary serves as a testament to their mission, showcasing how meaningful narratives can spark inspiration and action. This film chronicles their entrepreneurial journey and the vision behind their new streaming venture, emphasizing the power of storytelling to connect with audiences on a deeper level.





Their latest venture, **Cinema Noir**, is a family-owned avant-garde streaming service designed to transform the way audiences consume media.

With a vision that extends beyond traditional storytelling, they are dedicated to inspiring and amplifying underrepresented voices around the globe, redefining how audiences engage with film and media.

The Yorks have not only crafted an innovative business model, but have also demonstrated extraordinary resilience, courage, and strategic thinking to bring it to fruition. Their journey has been marked by overcoming significant obstacles, driven by an unwavering determination and a bold commitment to their artistic and entrepreneurial vision.





Mission

Cinema Noir is dedicated to disrupting conventional narratives and redefining storytelling. The Yorks assert that now is the time to harness their talents in film and media to powerfully unveil transformative truths – illuminating the unseen, the unknown, and the unapparent.

Their goal is to create and project a compelling vision of a brighter future, one that inspires action and guides audiences toward meaningful change. They understand that within each narrative lies a multitude of dimensions, each capable of resonating deeply and profoundly with viewers, igniting a collective awakening.



Impact and Goals

In less than a year since its launch, House of York has quickly gained traction, pulling interest from both Wall Street investors and major media corporations. The Yorks are optimistic about the future, and Ihsaan believes that “we’re at a pivotal juncture in history.” They envision Cinema Noir to be a leader in the industry, driving cultural change and fostering a new era of media engagement.

As they continue to develop their platform, Ihsaan and Ellisa are committed to leaving a lasting impact on future generations. Their work embodies a belief in the transformative power of storytelling, with a goal to empower viewers to explore their own potential and engage with a wide range of narratives.

Their mission is to spark an intellectual revolution within individuals, delivering a message that resonates deeply. Their approach focuses on engaging both the heart and mind, appealing to people’s intellect and ultimately fostering a transformative change within.



Shaping the Future

The coming century will be defined by visionaries and innovators who shape our collective future. For the House of York, there is a steadfast commitment to nurturing this rising force – symbolizing hope, potential, and the power to drive meaningful change. This force is primed and has found its champions, poised to harness its power and guide it to its ultimate destiny.

Ihsaan and Ellisa York are not merely filmmakers; they are formidable visionaries reshaping the media landscape. Through House of York Films and Cinema Noir, they are forging a path toward enlightenment and empowerment, determined to create a cultural legacy that will reverberate for years to come. As they embark on this journey, their unwavering commitment to impactful storytelling is set to leave an indelible mark on the industry, redefining its future.



Learn more about
House of York

