

**DANCE CAMERA WEST**  
**10<sup>th</sup> Anniversary Dance Media Film Festival & Conference**

*Proposal*

---

**Dance Camera West** (DCW) respectfully requests \$10,000 to celebrate the Tenth Anniversary of its annual Dance Camera West Dance Media Film Festival in June 2011 by expanding its customary offerings to include an international dance media conference (*Dance Media: An Active Spectrum*) that will unite local, national, and international artists, scholars, dancers, designers, and creative and business professionals from the film, television, and new media industries in leading edge dialogue about the growing genre of dance media and its far-reaching potential in terms of art, education, and inspiration.

*About Dance Camera West*

---

Dance Camera West is a non-profit organization dedicated to promoting and developing the vibrant art of dance media. DCW connects diverse cultures and environments through its exploration of dance on screen, bringing hundreds of challenging and provocative films to Los Angeles from around the globe, effectively bridging the gap between the uniquely influential Los Angeles film community and the significant local dance populace. Even more importantly, Dance Camera West utilizes the accessible nature of dance as a non-verbal art form to reach across cultural, geographic, and socio-economic divides by making a special effort to engage a wide range of Los Angeles audiences of varying ethnicities and interests, offering everyone a chance to experience the thought-provoking thrill of dance media.

Globally speaking, Dance Camera West is one of only a handful of organizations that presents dance media, and the only one of its kind on the West Coast. Given that distinction, DCW has been fortunate to partner with some of the most prominent venues and organizations throughout the Los Angeles area. Co-presenters have included the Getty Center, REDCAT at the Walt Disney Concert Hall, Directors Guild of America, the Hammer Museum, and many others.

*10<sup>th</sup> Anniversary Dance Camera West Media Festival & Conference*  
*Dance Media: An Active Spectrum*

---

Poised at the intersection of dance media's artistic, academic, and commercial pursuits, Dance Camera West is uniquely positioned to facilitate a robust discussion on the blending of art and commerce. In addition to its goals of educating, inspiring, and empowering both filmmakers and artists from the dance media community, DCW hopes this conference will lead to the integration of new and improved technologies with longstanding performance techniques, thereby improving the quality and appeal of dance on screen, particularly on a local level throughout the Southern California community.

The 10<sup>th</sup> Anniversary Festival and Conference (June 16–19, 2011) will build on the strengths of DCW's history through a mixture of presentations, roundtable discussions and panels featuring prominent directors and choreographers, multiple programs of experimental international short dance films, and a documentary series featuring dialogue with special guests. DCW's special anniversary panel discussion program, produced in partnership with UCLA, will explore the multi-platform storytelling approach that offers creators an opportunity to aggregate fragmented audiences by adapting productions to new modes of presentation. The day will bring together artists, dancers, educators, innovators, and creative and business professionals from the television and film industries who are intrigued by collaboration between the dance and film worlds.

**DANCE CAMERA WEST**  
**10<sup>th</sup> Anniversary Dance Media Film Festival & Conference**

*10<sup>th</sup> Anniversary Celebration: Festival and Conference Agenda*

---

**Opening Night at the Getty Center:**

An invited reception on the Getty Center campus, followed by our first program: *Dance Media Screen Innovations: An International Collection of Dance on Screen*

**Dance Media: An Active Spectrum**

10<sup>th</sup> Anniversary One-Day conference at the University of California, Los Angeles (UCLA) World Arts and Cultures/Dance and Fowler Museum

Potential Panel Discussions/Presentations Include: *Writing Screendance Into Perspective*, *Dance Film Distribution: Platforms of Dissemination*, *Art & Commerce: Driving Demand for Dance*, *Fundraising: Creating Cash*, *An Active Spectrum: The Great Arch of Possibility*

**A Weekend at the Hammer Museum**

U.S. Premiere of *The Co(te)lette Film* and Director's Talk with **Mike Figgis**

Documentaries and performance relay, Claude Bessy's *Lignes d'une Vie* and invited director fabrice Herrault, *SUTRA*, featuring Sidi Larbi Cherkaoui and Shaolin monks, and *Never Stand Still*, a documentary on the unique history of Jacob's Pillow.

*Audience*

---

DCW anticipates 5,000 festival attendees and 300 conference attendees. Target groups include: artists, programmers, scholars, and designers; dancers, performers, and choreographers; film and television directors, producers and cinematographers; film production and distribution companies; film school students; television and new media professionals; artists from all disciplines, including visual artists, theatre artists, and musicians; dance and media academia/scholars; arts writers; and international arts and cultural organizations in Los Angeles.

*Need for Support*

---

Screendance is a rapidly expanding area of artistic, academic, curatorial, technological, and somatic importance. Inherent to all dance media is the continual interface and collaboration between dance artists, film directors, academics, curators, and producers coming together to explore the limitless potential of both technology and the human body. *Dance Media: An Active Spectrum* will provide a necessary forum for facilitating real-time discussions and international networking opportunities for leading artists, local audiences, and emerging practitioners.

Dance Camera West is unique in its artistic purpose, as no other organization in Los Angeles offers audience exposure to such a diverse range of work by international dance companies. Because of the cross-cultural accessibility created by the non-verbal quality of dance films, dance media festivals and symposiums are one of the best ways to expand audiences for dance performances throughout Los Angeles and to encourage the city's entertainment industry to incorporate dance into film, television, and new media projects.

Furthermore, dance media has an immeasurable ability to invest its viewers with self-awareness and a more profound connection to their own well-being, creative capacity, presence, and the performance of life. Audiences are treated to transformative visual experiences, stimulating both perception and sensation in viewing performances.

**DANCE CAMERA WEST**  
**10<sup>th</sup> Anniversary Dance Media Film Festival & Conference**

*Sponsorship Benefits*

---

Dance Camera West estimates about 1.4 million unique media impressions in print and online outreach, marketing, and publicity.

Sponsorship benefits include:

- On-screen acknowledgment at all events
- Acknowledgment in festival and conference programs, brochures, and postcards
- E-newsletter and e-blast acknowledgements
- Complimentary passes to conference and festival
- Web presence: logo with hyperlink
- Social networking opportunities

*Press*

---

Partnering Dance Camera West affords the unique opportunity to be associated with both a cutting edge art form and a well-reputed, well-established arts organization presenting a hybrid of dance and cinema.

DCW Dance Media Film Festivals have been extremely well received by local and national media.

- The *Los Angeles Times* twice named the festival a “Best of LA”
- *LA Magazine* selected the festival as its Pick of the Month
- *Angeleno* included the festival in its Top Ten List in 2010
- *FOX News* has aired three-minute features on the festival for the past three years
- *Moving Pictures Magazine* full-page feature article with photos
- *The Huffington Post* full review of the festival in June 2010
- *Flavorpill* selected the festival as its “Hot Tip” of the Week for several years.
- *laist* has implored its readers to attend the festival every year since its inception

Full press coverage is available at: [http://dancecamerawest.org/press\\_archives.htm](http://dancecamerawest.org/press_archives.htm)

**For more information, please contact:**

**Lynette Kessler**  
Executive/Artistic Director  
213-480-8633  
[LKessler@dancecamerawest.org](mailto:LKessler@dancecamerawest.org)