



For Immediate Release:

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**Dance Camera West Announces
10th Anniversary Dance Media Film Festival & Conference
Dance Media: An Active Spectrum
Los Angeles – June 16 - 19, 2011**

LOS ANGELES, CA – **Dance Camera West** (DCW), recognized internationally for its annual presentation and celebration of *dance on screen*, announces its **10th Anniversary Dance Media Film Festival & Conference**. This year's festival, entitled ***Dance Media: An Active Spectrum***, which will also include a conference component, takes place at several venues around Los Angeles from Thursday, June 16 to Sunday, June 19, 2011. In addition to a full program of provocative screenings, this year's special anniversary event will also include a unique series of educational events, guest speakers, and networking opportunities for the international dance media community. DCW once again partners with the city's most prominent venues to offer this year's screenings, installations, and panel discussions with visiting international artists. Please visit DCW's website for continuous updates at www.dancecamerawest.org.

"In celebration of our decade milestone, we have added a full day conference of presenters and panels to our four day festival schedule," says DCW Executive Director **Lynette Kessler**, "In addition to educating, inspiring, and empowering artists, our goal this year is to serve as a catalyst for dance media distribution opportunities while, at the same time, create greater access for new audiences."

***Dance Media: An Active Spectrum* -**

Dance media, or any media for that matter, has evolved beyond the traditional theater-based cinematic experience which requires today's media makers to create work with a multitude of platforms in mind. The "active spectrum" of opportunity today includes multi-screen installations, mobile applications, websites, online social networks, and more. DCW's special anniversary panel discussion program will, among other things, take a look at transmedia storytelling that offers creators an opportunity to reach fragmented audiences by

adapting productions to new modes of presentation.

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, technology, and commerce. The anniversary project will provide a necessary forum for facilitating real-time discussions and international networking opportunities for leading artists, local audiences, and emerging practitioners through panel discussions, talkbacks featuring prominent directors and choreographers, multiple programs of experimental international short dance films, installations and documentaries with special guests.

"Dance media is a technological medium," adds Kessler, "Whatever hardware is used for viewing -- computer screens, handheld devices, home projectors, etc. -- audiences are now in the position to demand when they want to see work, where they want to see it, and what format they want it in. All those technological options, along with great content, need to be delivered by dance media makers."

Dance Media -

Dance on screen, or "screendance," is a unique cinematic experience that focuses on the intersection of cinematography and choreography. The festival includes this as well as all forms of dance media. The hybrid screendance medium is diverse, encompassing a broad range of cinematography styles, exhibition formats, and subject matter traversing global perspectives. The festival includes everything from experimental shorts to documentaries – ranging from surreal visual abstractions to strict narratives.

Dance Camera West's Tenth Anniversary Highlights-

Dance Media: An Active Spectrum, Dance Camera West's Tenth Annual Dance Media Film Festival & Conference, opens at **The Getty Center** with a screening and special guests on Thursday, June 16, 2011. The next day, Friday, June 17, DCW will bring together artists, dancers, educators, and film/television industry professionals for a full day of panel discussions and presentations at UCLA's Department of World Arts and Cultures/ Dance. Panels cover the state of the art, distribution, funding, art and commerce, as well as the future of dance media. An outdoor screening will follow at UCLA's Fowler Museum Amphitheater. DCW will then present two days of screenings and a director's roundtable at the **Hammer Museum's** Billy Wilder Theater on Saturday, June 18 and Sunday, June 19.

"Dance Camera West seeks to ensure that Los Angeles remains an international hub for dance media, inspiring and supporting artists and audiences from all corners of the globe," says Kessler, "We are bringing together the best in today's dance media to help commemorate our tenth anniversary."

Lynette Kessler -

Dance Camera West founder and executive/artistic director Lynette Kessler is an accomplished dancer, choreographer, and media artist with an MFA in Dance from the University of Michigan and a BFA in Dance from York University in

Toronto. Known for her innovative collaborations and dance work for the screen that have been shown in film festivals worldwide, Kessler has received numerous awards including a Lester Horton Dance Award, Alden B. Dow Creativity Fellowship, and an artist residency at Headlands Center for the Arts. She recently made panel presentations at IMZ Dancescreen/Cinedans in Amsterdam and at the Latin American Video Danse Forum in Brazil. She is a founding member of the international Media & Dance Network (MAD), has served on selection committees for EMPAC Commission (Experimental Media and Performing Arts Center), American Choreography Awards, Dance on Camera Festival in New York, Moving Pictures Festival of Dance on Film in Toronto, CHIME (Choreographers in Mentorship Exchange), and is a guest lecturer at UCLA, UC Irvine, and Cal Arts. Kessler sits on the board of directors for the Buckminster Fuller Institute and the California Ear Unit. She is an active member of the advocacy groups: Arts for LA, California Arts Advocates, and Americans for the Arts. And she's also on the Media Arts Advisory Committee to guide the new Media Arts initiative creating a fifth arts discipline for Los Angeles Unified School District (LAUSD).

Dance Camera West -

Dance Camera West is a nonprofit organization committed to fostering and promoting the vibrant art of dance media from around the world. DCW connects diverse cultures and environments through its exploration of dance on screen, bringing thousands 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. The organization 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. DCW also strives to create a broader and more engaged audience for dance and dance media by merging both performance and cinematic aesthetics. DCW is one of only a handful of organizations in the world that present the thought-provoking adventure of dance media and the only one of its kind on the West Coast. Known as one of the world's premiere presenters of dance media, Dance Camera West aspires to awaken and infuse the public mainstream with critical creative programming. DCW has expanded the audience for dance in Southern California with the presentation of more than 2,000 dance films from 47 countries since its inception in 2002.

Annual DCW dance media events have been extremely well received by local and national media. *The Los Angeles Times* has twice named the festival "Best of LA." *LA Magazine* selected the festival as its "Pick of the Month," and *Angeleno* included the festival in its "Top Ten List" in 2010. DCW was also voted one of the "Top 25 Dance Organizations to Watch" by *Dance Magazine* in 2005 and 2006. FOX News has aired three-minute features on the festival for the past three years, and *Moving Pictures Magazine* ran a full-page feature article with photos. Publicity also flows from influential online outlets such as *The Huffington Post*, which ran a full review of the festival in June 2010, and *flavorpill*, which selected the festival as its "Hot Tip" of the Week for several years. Additional

press coverage is available at: dancecamerawest.org/press_archives.htm

This year's 2011 Dance Camera West anniversary event is supported in part by Mortimer Levitt Foundation, Metabolic Studio of the Annenberg Foundation, National Endowment for the Arts, City of Los Angeles Department of Cultural Affairs, and Los Angeles County Arts Commission.

"Dance Camera West has had a tremendous impact during its first ten years, building audiences not only for dance media but for all dance. Our ongoing support for artists, both locally and globally, inspires new work to be created, as artists know that Dance Camera West supplies a critically important platform for disseminating this very special art form," says Kessler summing up the festival's relevancy.

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For more information, press passes, photos, or to interview DCW's founder Lynette Kessler, please contact Green Galactic's Lynn Tejada (née Hasty) at 213-840-1201 or lynn@greengalactic.com.

Banner credits moving from left to right:

Image One

Film Title: For Water

Director: Natalie Metzger

Photographer: Robert Allaire

Choreographer: Natalie Metzger

Image Two

Film Title: Aqua-Booty

Director: Marta Renzi

Image Three

Film Title: Ecstasy Forbidden

Director: Jonny Silver

Photographer: Marlena von Kazmier

Choreographer: Claudia Moore

Image Four

Film Title: Body of War

Director/Photographer: Isabel Rocamora,