



dance and music
www.acedanceandmusic.com

ACE dance and music // ICE // Marketing Support Pack for venues and producers

Touring autumn 2011 & spring 2012

Running time: 1hr 15 including interval. Recommended age 11+



Contact

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Marketing resource downloads

Images: <http://www.flickr.com/photos/acedanceandmusic/>

Sample press release, direct mails, audience intelligence, copy, biographies, programme template: http://www.scribd.com/nickys_8

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ACE dance and music present their new production **ICE**, Six quicksilver dancers: movement, music, film and light.

ICE reflects on how technology infiltrates our lives, set in a clinical white space with powerful visual projections, fast paced streams of movement and bodies frozen in time.

Once again ACE dance and music are collaborating with world acclaimed Artists; co-producing **ICE** with Japanese choreographer & founder of the Leni-Basso company Akiko Kitamura & digital artist Akihiko Kaneko. Kitamura is a multi-talented avante-garde choreographer, academic & performer with an excellent International reputation.

As the performance starts and the temperature drops to freezing point, ICE allows us to preserve the moment, and dream together of how the future might be. As the thaw comes, do we cross over and become something else? Or are we forever crystalised. Is this our future?

Be touched and amazed. ICE is raw, vibrant and full of expression. With cutting-edge Japanese style, precise timing, strength, control and fierce execution. Music and dance to elevate the soul.

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ACE Dance and music's Artistic Director Gail Parmel, who after being nominated as one of the Cultural Leadership programme's 50 Women to Watch in 2010/11, has now been voted one of 20 Inspirational Women from the African Diaspora in Europe (ADIPWE): in celebration of the 100th anniversary of International Women's Day.

The Artistic Team

ICE will be an Intercultural experience, an innovative research & development partnership led by ACE's directors with co-producer Akiko Kitamura, associated professor in the Faculty of Arts at Shinshu University, Nagano. Kitamura has choreographed & performed with companies such as famous French avant-garde rock group 'Art Zoyd' & Jakarta Dance Company. Kitamura has also acted in the film Pulse (Kairo) which won a prize at the Cannes International Film Festival, and in Grand Illusion (Oinaru Gen-ei). Digital artist Akihiko Kaneko will be commissioned to create a stunning audio visual installation.

About ACE dance and music

Founded in October 1996, ACE dance and music (African Cultural Exchange Ltd.) is a professional dance Company based in Birmingham in the West Midlands. Under the artistic direction of Gail Parmel & musical direction of Ian Parmel, ACE dance and music fuse traditional African & Caribbean dance aesthetic with contemporary techniques to create high quality innovative performance work, outreach & education programmes for adults and young people in a variety of formal and informal settings within Birmingham, the West Midland region, across the UK and increasingly in mainland Europe. The Company's work involves dance & music collaborations, the use of new digital media and techniques from other disciplines including theatre.

The ACE dance and music vision is: To be a nationally & internationally recognised leader in the field of contemporary African and Caribbean Dance

Accolades

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Reviews

"Full of energy, creativity and promise."

WestMidlandsDance.com

"Highly-stylised contemporary movement with borrowed timing and execution from Hip Hop... the production quality and the dancers' technique was second to none."

LondonDance.com

"another step forward for a company on the edge of breaking into the big league."

Keith Watson, Metro

"... Dancers perform with style and discipline... Technical ability and sheer physicality... Exhilarating to watch."

5 star review, Terry Grimley, Birmingham Post

"Energetic and magical."

The Stage

"It made me want to leap out of my seat and dance...the dancers moved with such ease and flexibility. The atmosphere was almost electric. It was so alive and so visual. I was completely speechless and so was everyone around me! Overall I thought it was a 10 out of 10 performance and a night I'll never forget!"

Norwich Evening News

Audience feedback from our previous production 'Switch'

"Moving and powerful." // "Brilliant performance, the dancers were physically and emotionally expressive." // "The piece was exciting choreographically and creatively, and the physicality of the work was outstanding – an explosive and intense physical and visual experience!" // "The rawest company I have ever seen!10/10" // "Strong, powerful, even aggressive movement, passionate at moments... beautiful dancers." // "Amazed at the versatility, technique, timing, balance and overall talent of the dancers." // "Very polished, professional, integrous!... Not gimmicky." // "Powerful, strong, a very forceful and emotive, determined group of dancers." // Dynamic, well-choreographed, passionate, really enjoyed it. 9/10"



Marketing support

We understand the challenges involved in generating audiences for dance, our track record proves that our work sells. We have built a great reputation, a strong brand and we offer exciting marketing materials, education and support to make your booking a great success. Please call Nicky to arrange a marketing meeting to discuss:

- - Target markets
- - Education / audience development
- - Encouraging group bookings
- Developing relationships with community contacts
- A bespoke eflyer

Print that we send you to market the show

- A3 posters
- A4 posters
- DL concertina, 6pp flyers
- A pull up display banner

Overprinting

- Our posters come with a blank space along the bottom for you to print over. We do not offer individual overprinting for venue box office details
- Our DL concertina 6pp flyer will include your dates, venue, logo, website, booking telephone number. This will appear in a table with the other dates on the tour. We will also leave a space along the bottom front of the flyer in case you want to sticker with particular promotions or targeting certain groups.

