

DANCE SOUTH LA PROJECT



February 1 – 3, 2008



Organized by the Department of Cultural Affairs, City of Los Angeles in association with the African Marketplace, Inc, and the Dance- South LA Planning Committee.

FOR IMMEDIATE RELEASE

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THE STATE OF DANCE IN SOUTH LA SYMPOSIUM/DANCE CONFERENCE TO BE HELD AT THE NATE HOLDEN CENTER FOR THE PERFORMING ARTS FEBRUARY 1-3, 2008.

The State of Dance in South La Symposium/Dance conference to be held at the Nate Holden Center for the Performing Arts, February 1-3, 2008. The “State of Dance in South LA” is an outgrowth of the “**July 8, 2006 – State of the Arts in South LA**” and presentations by noted individuals in the fields of Theater, Fine Arts, Music, Dance, Museums and Galleries, Literary Arts, Cinema, Education, Festivals and Special Events. The Symposium/Dance Conference is to develop a coalition of dance service organizations representing the South Los Angeles. Dance professionals, educators, students, community and presenting organizations are cordially invited to attend this free symposium. February 1, 2p.m. Roundtable, 6:00 p.m. Opening Reception, 7:30 p.m. performances by internationally acclaimed choreographer and dancer Nejla Y. Yarkin., February 2, 8:00 am registration for day of workshops, panels, master classes, 8:00 p.m. Folk & Contemporary Dance Concerts, February 3, 9:00 a.m. – 3:00 p.m. Recap and workshops., 3:00 p.m. Dance Performances, “Works In Progress”. The conference is representing notable persons, institutions, dancers, educators and philanthropic groups is designed for the purpose of identifying existing resources and needs of the dance community The coalition of dance service organizations, individuals, local municipal offices, and the business community will work to identify traditional, non-traditional and non dance industry partnerships that emphasize the economic survival of dance as an industry. Information compiled from the conference will be used by the Department of Cultural Affairs in its development of the Cultural Master plan for the City of Los Angeles The invited participants include: Arts Presenters, Professional and non-professional dance organizations, Media representatives, local theaters, Local Representative of IABD, The Department of Cultural Affairs, Arts Funding Institutions, individual foundations, The LA County Commission on the Arts, The Los Angeles Urban League, LA Unified School District, LA Community College District, and leaders from the dance field based in Los Angeles, San Francisco, Inland Empire, Riverside, San Bernardino and San Diego County. Special Performance and tribute to legendary artist Carmen Delavaladde of Alvin Ailey. Master classes by international artists and performances by local dance companies. For additional information call (323) 734-1165. The Nate Holden Center for the Performing Arts is a facility of the City of Los Angeles Cultural Affairs Cultural Affairs Department located at 4718 W.Washington Blvd., Los Angeles, CA 90013, (323) 964-9822.

DANCE SOUTH LA PROJECT

Conference Agenda

Friday, February 1, 2008

4:00 p.m. Plenary Roundtable for conference presenters, panelists, and invited guests.

6:00 p.m. Reception for conference participants and guests.

8:00 p.m. Performance: Artist TBA
Special Presentation to Carmen Delavaladde by Eastside Girls and the Eastside Boys, Special Presentation to Marilyn Skyers

Location: **Nate Holden Performing Arts Center**
4718 Washington Boulevard, Los Angeles, CA

Saturday, February 2, 2008

8:30 a.m. – 9:45 a.m. Conference Registration

10:00 a.m. – 11:00 a.m. Opening introductions and presentations

11:00 a.m. - 12:30 p.m. Workshops & Roundtables

DANCE SOUTH LA PROJECT: PANEL TOPICS:

I. HISTORIC PRESERVATION AND DOCUMENTATION OF DANCE

Moderator: Charmaine Jefferson / Dr. Halifu Osumare

Panelists:

Chester Whitmore (video or DVD presentation)

Dr. L. Martina Young

Dr. Emma Lewis Thomas (UCLA Dance Historian)

Questions:

1. What are the different mediums of in which dance can be preserved?

- **Film** **Visual Arts** **Books Literary**
- **Reconstruction** **Artifacts** **Digital**

2. Can we identify the artists, individuals, institutions, organizations, locations landmarks, and programs that need to be preserved and the importance of their preservation.

3. How can we make the new documented information accessible to the general public and dance community worldwide.

4. Can we identify innovative ways to cultivate, educate and interest the youth in the existing history; and how can we motivate and inspire them to continue to maintain and become a part of this history.

1:00 p.m.

Lunch

Key Note Speaker Topic: Historic perspective of dance and dancers in South LA

(Carmen Delavallade, Geoffrey Holder, Halifu Osumare, PhD, Joan Myers Brown, International Association of Blacks in Dance, Olga Garay, General Manager DCA, Denise Jefferson; Executive Director, Dance Resource Center Director)

2:30 – 4:00 p.m.

Workshops & Roundtables

II THE BUSINESS OF DANCE: Innovative Marketing Strategies and Partnerships with Corporate Community.

Our Present Economic Standing and Vulnerability, Building Strategic Community Alliances Audience Development, Press & Publicity.

- Can multi-disciplinary presenters play an important role in dance, dance touring, and presenting dance?
- What marketing strategies that can have consistently benefit dance?
- Do multi-disciplinary presenters need increased confidence in dance before they can increase presenting opportunities?
- Cultural Tourism? What historic roles marked by dance, are included in marketing our city, communities? What role is folk dance as representative of the cultural and ethnic diversity in our City plays and marketing the City of Los Angeles.

Moderator: Earl Ofare Hutchinson

Rena Williams-Niles: Director of Dance Programming for the Music Center of Los Angeles

Panelists: (TBD)

III. NAVIGATING THE FUTURE:

- Education, (Calif. Visual And Performing Arts Standards), Youth, (Dance career options)
- Next Generation Leadership, (training and development) Policies for Dance and The Arts, Specific to Areas South of Wilshire.
- Analyze the roles and functions of Dance South LA and identify the priorities for the community.
- Synthesize the approaches, understandings and definitions of operating a dance school and all that it entails,

Moderator: Leah Bass Baiyless

Panelists:

Lula Washington – LA Contemporary Dance

Gina Buntz (new Chair of the Dance department at LACHSA)

Marguerite Phillips
Toni Marich
Ruby Milsap
Don Martin
Judy Scalin (LMU)
Amy Shimshom-Santos

2:30 – 4:30 p.m. Dance Class (NHPAC & Lula Washington Dance Studio)
5:00 p.m. Break
8:00 p.m. Folk & Contemporary Dance Concert, Local companies (TBA)

Sunday, February 3, 2008

9:00 a.m. Plenary Session recap yesterday's events and workshops discussions
3:00 p.m. Dance Performances "Works in Progress"

❖ Introduction and purpose of the Dance South LA Conference and Keynote Presentation

Endorsed by the participating service organizations, collective concerns will be delivered in working groups and panels. Selected participants will have a strict one-minute limit to share vital information about an issue related to the State of Dance in South LA they feel is particularly compelling, or voice ideas for a future workshop they feel is valuable to the dance community

- Analysis of the roles and functions of dance in society and priorities that have been identified for the purposes of this conference's goals and objectives.
- **Examining South Los Angeles Dance Resources, Heritage and Preservation.**
- Synthesis from discussions on the approaches, understandings and definitions of operating a dance school, finances, fiscal responsibilities, local municipal support, philanthropic support, donors, performance opportunities, health, education, employment, and audience development.

The pre-concert sessions are open forums designed to examine some of the most pressing challenges and opportunities for the dance community and are designed to provide the dance community with an opportunity to exclusively focus on dance as it relates to the social welfare of South Central LA. The challenges are related to historic preservation, recognition of contributors to the field, philanthropic efforts that impact dance, dance education, facilities, strategic alliances with theaters and the Hollywood film and Music industry, performance opportunities, audience development, and funding.

The conversations and results will be submitted with a Cultural Arts Plan for South Los Angeles that will include similar symposiums arising out of the July 2006 forum that will highlight similar focus on Theater, Museums and Galleries, Music, Literary Arts, Funding, Education, Arts Facilities, Fine Artists, Festivals and Special Events. The sessions will provide support to the consulting team working to develop the Cultural Master plan by the City of Los Angeles Department of Cultural Affairs. It is an opportunity to hear concerns by a membership alliance and get feedback from practitioners.

❖ Economics of Dance

An examination of the different economies that form the dance industry's financial infrastructures, local, educational, and professional relationships supporting dance education, performance, career development, historical preservation, touring and presenting from the perspective of the roles of artists, managers, producers, theater managers, financial supporters, agents and presenters in the field.

Participants will engage in a round-table discussion on the practical; our perceptions of dance, the economic influences on decisions that affect public ticket sales, class fee hikes, and how fees are negotiated with venues identified as dance sensitive.

- Can increased mutual understanding of these financial infrastructures help us build more constructive relationships in an economically vulnerable industry environment?
- Is there a role for Dance in the social welfare of our community? Gang Prevention? Education? Teenage Pregnancy? Health? Housing? Historical Places and Cultural Heritage? Cultural Tourism? Religion and Faith Based Institutions and communities? Employment?

❖ **New and Innovative Marketing Strategies**

Presenter's decisions are still based upon poor ticket sales and a perceived lack of audience appeal. We will examine creative marketing skill-sets as it relates to approaching sales, and how genres of dance approach it differently.

- What can be learned from a cross-genre, cross African Diaspora, cross-entertainment industry dialogue between the dance community, world dance, and contemporary dance?
- Can multi-disciplinary presenters play an important role in dance, dance touring, and presenting dance?
- Are there marketing strategies that can benefit dance?
- Do multi-disciplinary presenters need increased confidence in dance before they can help stimulate increased ticket sales?

Master Classes

Affordable Master classes will be held at the Nate Holden Performing Arts Center and other locations in the South Los Angeles community, by internationally acclaimed artists on Saturday and Sunday.

Performances

The Dance South LA concerts during the conference help make the event a "*can't miss*" opportunity for delegates. All dance levels will have an opportunity to attend performances of select world renowned artists and view a variety of dance genres presented by artist from the local Southern California dance community. A closing reception will be held on Sunday, February 3, 2008.

Open performances or showcases at the recently constructed 14 million dollar state-of-the art Nate Holden Performing Arts Center will be offered to local artists during the conference on Friday/Sunday, to allow them an opportunity to showcase a sampling of their work at the conference. *This is a valuable opportunity for all participants to share their works in progress with a broader dance community.*

- **Other Forum Accomplishments**
- **Development of the South LA Dance Community Web Site**
- **Dance "South LA" Media Plan – Weekly dance South LA jointly sponsored section in local media, LA Sentinel, Our Weekly, Watts Times, Inglewood Today, LA Times, Chamber of Commerce News**

PLEASE NOTE – Performers and panelist are still being confirmed.