

Legal Name
Fractured Atlas Productions Inc
Project Title
To support American Dance Abroad in implementing four strategic projects to expand opportunities for American dance artists and companies
Project Progress and Successes
Between September 1, 2013 and March 31, 2014, American Dance Abroad achieved the following: held the second edition of American Dance Recon in NYC for eight international programmers who saw approximately 20 dance artists' works in live performance in rehearsals and on stages, convened with NYC and regional dance presenters for greater insight and exchange, and shared information and guidance with the local dance community at a Town Hall; launched American Dance Recon in the San Francisco Bay Area for nine international programmers who saw approximately 22 artists' works and met with local colleagues in a similar five-day experience; created an "American Corner" that hosted two U.S. artistic directors and one dance company manager at the Performing Arts Market Seoul for the purpose of building relationships with international programmers and artists, followed by an exploratory trip to Taipei, where two master dance classes were offered to university students by one of the participating artistic directors; set up a second American Corner that hosted three artistic directors and one dance company manager at the Australian Performing Arts Market in Brisbane for the purpose of building relationships with international programmers and artists; and launched Rapid Response to assist choreographers with immediate travel support who have been invited by international programmers to perform, teach, set work, collaborate, or conduct research (four requests were given support during this timeframe). Despite the U.S. government shutdown last fall, we were able to meet with the Cultural Affairs staff at the U.S. Embassy, which was a wonderful sharing of information for the American Corner delegation.
Challenges / Obstacles / Failures Encountered in the Project
<p>The bottom line is that international relationship building requires time, continuous communication, and travel. It works best person-to-person, in the same place at the same time. Thus, the effort and time necessary to find the optimum marketplaces, festivals, and convenings, to plan trips, to manage the costs, to free up time to attend, and to prepare for making the most of these events is considerable.</p> <p>Learning about which dance artists and companies may be touring internationally with enough advance notice so that American Dance Abroad might develop an ADR/Global opportunity to invite programmers from the region to a performance is a challenge and taking more administrative time and work than originally imagined.</p>
What was learned from these that might be of benefit to others?
One of the greatest challenges facing U.S. artists wishing to go abroad or invited to go abroad is covering international travel costs. Rarely will an international programmer pay for the airfares for an invited dance company. Increasing fees to incorporate travel lessens

the likelihood of securing a contract for a performance or tour. U.S. dance companies are often considered beyond the price range of what international programmers can afford.

International programmers often have difficulty building audiences for little or unknown dance artists and companies. Developing ample and creative opportunities to assist programmers in their audience-building efforts may be key to a successful relationship and presentation. An advance trip by the company's artistic director or company member to speak with press, offer master classes, etc., might be considered and offered.

Cultural Affairs staff at U.S. State Department Embassies and Consulates generally welcome the opportunity to meet and share information about their priorities, support systems, and limitations. They can be helpful identifying local cultural leaders and colleagues with whom to network and build relationships.

Links to relevant website(s) and/or project publications, reports, etc.

www.americandanceabroad.org

If someone wishes to speak with your organization further about your project, would there be a willing contact? Y/N

If yes, please provide contact name and information for preferred method of contact (email, phone, etc).

Yes. Carolelinda Dickey - carolelinda@americandanceabroad.org, or Andrea Snyder - andrea@americandanceabroad.org.