

CREATIVE CHALLENGE

Saturday May 4, 3:00-5:00pm

CONTEXT

The Assemblée Internationale 2013 will conclude with the 18 participating schools coming together for a two hour, student-centered conference focused on launching a “Creative Challenge”. Student participants will be urged to:

- Embrace the challenge of creating a piece of choreography to present in a non-traditional performance venue (outside a proscenium theatre) in May 2014, to mark the one year anniversary of the AI 13
- Pioneer the use of key, on-line tools to share globally their creative process and to broadcast their performances
- Collaborate with artists from other disciplines such as composers/musicians, visual artists, computer animators, videographers

The conference will be facilitated by Deborah Bull, with support from Wayne McGregor and Antoine Vereecken, who will share their experiences in developing collaborative projects.

WHAT

- The starting point for creative content is ballet – however, there are no prescribed limits except that the work be developed for a non-traditional venue (outside of a proscenium theatre). Locations such as factories, public squares, airports, train stations, seniors homes have been proposed by NBS students
- As noted earlier, students are encouraged to collaborate with artists from other disciplines such as composers/musicians, visual artists, computer animators, videographers
- Works can be of any length and involve any number of participants. Presentations can be broadcast live and will be recorded for ongoing viewing

WHY

- Increase ballet’s accessibility globally
- Practice use of technology
- Experience leading a project and experience the power of cross-collaboration

WHY (continued...)

- Benefit from mentorship within the creative process
- The project will introduce to the 18 participating schools the technological hardware and software that can deliver a variety of other broadcasting opportunities beyond this specific “Creative Challenge”
- Introduce students to international copyright guidelines

HOW

- Through technology which will enable participants to upload, share, comment upon and contribute assets to the creative process and to broadcast performances
- Fundraising efforts are underway to ensure that the required equipment will be available to those schools who choose to participate in the Creative Challenge; a demonstration of the equipment and an explanation of how it works will be provided during the conference
- By participating in facilitated “break-out” sessions during the conference that will allow students and artistic faculty to brainstorm about possibilities and address concerns

WHEN

- The creative process between May 2013 and May 2014
- Performance presentations in May 2014 – according to a schedule that best suits each participant’s project

OUTCOMES

- Empower students to govern their own creative process
- Expand students’ outlook on the creative potential of their classical ballet training through meaningful, direct experience collaborating with artists from other disciplines
- Increase students’ capacity to understand and ethically respond to international copyright laws
- Establish new international, cross-disciplinary networks among emerging dance artists that will strengthen the sector for a generation
- Enable youth to directly experience employing digital technologies in art creation and performance
- Empower participating schools to promote their institution, raise profile, showcase their students and