

FOR IMMEDIATE RELEASE

CULTIVATING HOMEGROWN CHOREOGRAPHERS Apply now for December 5th event.

On December 5th, 2013, 7-9pm, Luna will host the first CHOREOFUND at our Aquatic Park studio. The purpose of this event is to provide a grassroots opportunity for our community to support homegrown dance-making. It will serve as a direct access to resources for dance-makers and a gateway to understanding the choreographic process for our local public.

The central tenet of Luna's mission and philosophy is to nurture the choreographer in every child. Our studio program syllabus guides students through a progression to learn to explore, improvise, compose, shape and craft solo and group works at a level that is often not experienced until graduate school. CHOREOFUND will be a bridge between Luna's composition-based curriculum and the talent of local choreographers.

Proletarian dance makers do not often have the time, skills or reputation to successfully raise money through conventional funding sources. Online crowd sourcing such as Kickstarter is a great way for artists to combine fundraising, public relations and audience building, but the time needed to create the profile takes precious time away from creating the dance. CHOREOFUND is immediate and personal and, like the art of dance, takes place live.

How CHOREOFUND works

Thirty community members will contribute \$40 cash each to witness six different choreographers give 8 minute pitches and perform excerpts of their work. We'll get to see a variety of styles and ideas at all stages of completion. We'll witness the creative process in most immediate form. At the end of the night, each person votes on who takes home the entire \$1200. If the work you liked best didn't win, you can support the artist by attending his/her shows.

Six choreographers have a chance to present something directly to an audience using dance, video, talk or other media to convey their ideas and intention. This straightforward communication with potential supporters requires no proposal writing, no video-editing, no peer review. It is direct, unpretentious and sincere. Hopefully, participation alone is of value, but for the person who receives the most votes, there will be a cash prize of \$1200 plus a donation of 12 hours rehearsal time at Luna's studio. The second runner up will receive 6 hours of rehearsal time. Winners must agree to participate in the audience of the next CHOREOFUND (paying it forward) to be held in 2014.

To Participate

If you'd like to participate as a grassroots funder-audience, please contact Patricia Reedy (preedy@lunadanceinstitute.org) or call 510.883.1118. In the spirit of direct democracy-in-action, we ask for \$40 per person in cash.

If you'd like to participate as a local choreographer, contact Jochelle Perena (jperena@lunadanceinstitute.org) to answer a brief questionnaire. We encourage projects with budgets of under \$40,000 and we will fill slots with eligible participants on a first come-first served basis.

Deadline for choreographer submission is Monday, November 18, 5pm. Audience members will be accepted until seats are filled.

