

Press Contact:
Kingsley Irons
Dances Made to Order
www.dancesmadetoorder.com
917/528-2747
kingsley.iron@gmail.com

FOR IMMEDIATE RELEASE

**DANCES MADE TO ORDER- THE NEW YORK EDITION
A MONTHLY DOSE OF COOL, CHEAP, CONVENIENT CULTURE**

Dances Made to Order is a curated, monthly, film series available exclusively online at DancesMadeToOrder.com. Every month, we feature three talented artists who rise to the challenge to create a five-minute film in two weeks inspired by ideas chosen by our audience! Don't miss this innovative online showcase of American dance film. Subscribe to the entire season for only \$50, and get 33 festival worthy short films plus bonus content throughout the year.

In 2012, Dances Made to Order proudly partners with local artists and arts organizations in 11 different US cities who will each select three artists that highlight their city's unique dance culture. Now already in the second month of our season, Zach Morris of Dance Films Association's Dance Film Lab has curated our New York edition, "I'm thrilled to be curating February's Dances Made to Order, and excited to see what Geoff/Kelly, Mayuna, and Hanaah create. They are artists with wildly different sensibilities and are coming from vastly different points in their careers (from producing work in NY for more than a decade, to starting to make work only few months ago). Likewise, I feel that they represent an interesting cross section of artists who've found their way to creating dance for the camera. Most of all, they are all fantastic artists with an astute understanding that the dance film form can be a meaningful way to articulate an artistic vision that simply could not exist on stage or in another medium."

**Announcing the New York Artists:
Kelly Bartnik and Geoffrey Ehrlich
Hanaah Frechette
Mayuna Shimizu**

Vote on the ideas that will inspire our artists' work from February 8 through February 16.
The New York series will premiere on our site on March 7.

About our New York Curator:

Zach Morris is Co-Artistic director of the Bessie award-winning multidisciplinary performance company, Third Rail Projects. He also serves as the Organizer and Moderator of Dance Films Association's Dance Film Lab, a monthly series of screenings and workshops designed to support artists working in the dance/film form. Dance Films Association (DFA) is dedicated to furthering the art of dance film. Connecting artists and organizations, fostering new works for new audiences, and sharing essential resources, DFA seeks to be a catalyst for innovation in and preservation of dance on camera. DFA launches its 40th edition of the Dance on Camera festival this month at Lincoln Center, and is excited to be partnering with Dances Made to Order to pioneer new platforms. www.dancefilms.org

Explore American dance film through the vision of our 2012 curatorial partners:

- **March — Salt Lake City.** Curated by Ashley Anderson of loveDANCEmore
- **April - Atlanta edition.** Curated by Malina Rodriguez of Dance Truck and The Lucky Penny
- **May- Chicago edition.** Curated by The Dance Center of Columbia College Chicago
- **June - Boston edition.** Curated by Alissa Cardone of Kinodance
- **July - Minneapolis edition.** Curated by Laurie Van Wieren, choreographer and producer of 9x22 Dance/Lab
- **August - Philadelphia edition.** Curated by d. Sabela Grimes in partnership with Philadelphia Dance Projects
- **September - San Francisco edition.** Curated by ODC Theater
- **October - New Orleans edition.** Curated by Diogo De Lima, choreographer and filmmaker
- **November - Austin edition.** Curated by Ellen Bartel of Spank Dance Company

Tickets for Dances Made to Order can be purchased for a season (\$50) or single month (\$10). Artists get the majority share—65% total—of each ticket sold with Dances Made to Order covering all administrative costs. The new Dances Made to Order website is powered by open source tech and Brightcove for fast, universally supported video. Visit our archives to see what you have missed.

Why Dances Made to Order is needed:

“We firmly believe talented artists should be compensated for their work, and that we need to find new ways of funding the arts.

“Dances Made to Order not only provides a global distribution platform for dance film, we also share our profits: 65% of our ticket revenue goes back to our artists; an additional 10% goes to each of our curatorial partners.

“We support the work of emerging artists with unique points of view. The choreographers we feature in our series come from diverse backgrounds: from contemporary, modern, hip-hop, Afro-Latin, belly dance and classical Indonesian.

“We offer a curated, online film program as an alternative to the deluge of un-curated video content on the internet.

“We recognize that the way audiences consume media is changing. We want dance film to have a place in the changing media landscape by presenting it through a forum that is unfettered by the constraints of geography, time and distance.”

Dances Made to Order was created by Kingsley Irons and Bryan Koch in April 2011.