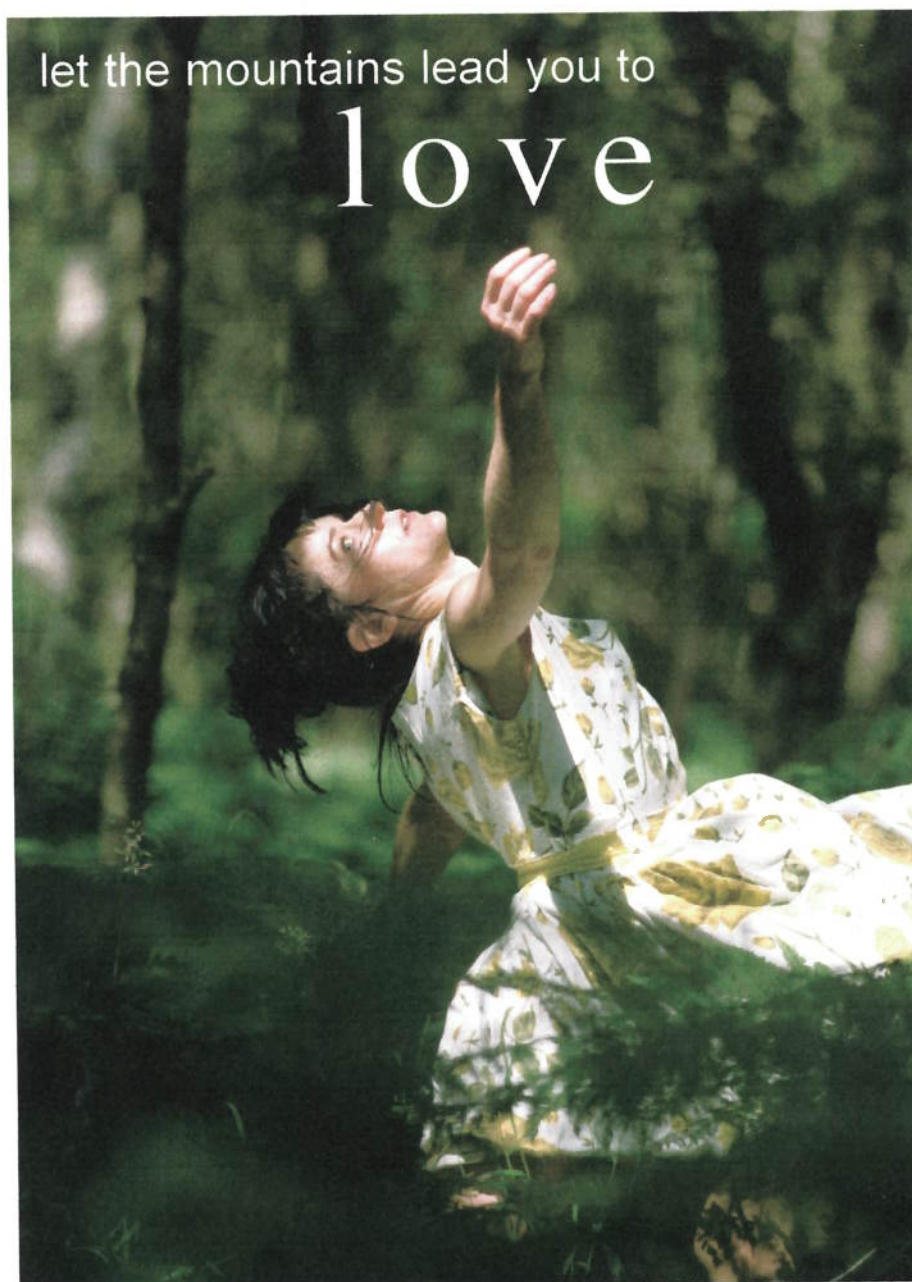


VINCENT DANCE THEATRE



Marketing Support Pack
Spring Tour 2003

The Production

Let The Mountains Lead You To Love

Conceived and Directed by **Charlotte Vincent**

Designed by **Richard Lowdon**

Soundtrack by **John Avery**

Lighting design by **James Harrison**

Devised and Performed by **TC Howard (UK), Iris Heitzinger (Austria), Elliot Kay (UK), Patrycja Kujawska (Poland), Aurora Lubos (Poland), Janusz Orlik (Poland).**

Project Description

Following the successful Polish/English collaboration *Drop Dead Gorgeous* last year, Vincent Dance Theatre's tenth new production brings together six versatile and committed performers from Austria, Poland and the UK.

Set in a white landscape, strewn with autumn leaves, *Let The Mountains Lead You To Love* is a play on the pastoral, a new look at love in an environment removed from the urban rules by which we live our usual daily lives. Released from the restrictions of the city, six people crave the simplicity of pastoral life, seeking solace as they stumble through a chaotic and humorous wasteland in the search for love. Embracing their own fears of inadequacy, the performers play out ritualized humiliations of devotion in its various forms, enjoy the confusions of sexuality, act out lost gender roles, fail to live up to their own self images, have affairs, lie, cheat and lose out. Here the young and the beautiful triumph, just like they always have.



Let The Mountains Lead You To Love exhibits the inevitability of human imperfection, depicting a place where the puzzles of sexual attraction are explored through the many different kinds of love - platonic, lustful, forbidden, sensual, animal, jealous, divine, innocent, romantic and cynical. Through dance, text and the dramatic significance of the every day gesture, the piece investigates some of the moral and physical urges that get us in and out of sexual trouble.

Let The Mountains Lead You To Love creates a pastoral ideal, but in representing the allure of this escapist fantasy, reveals it to be a shared but impossible dream.

The work

VDT remains committed to exploring an aesthetic that sits between dance and theatre, one that translates the everyday into the extraordinary and focuses on individual stories. *Let the Mountains Lead You to Love* will be complex and diverse in its ensemble choreography, mixing classical ballet (in the form of newcomer Janusz Orlik), contemporary release based and partner based work with made up folk dances to create a heady cultural mix.

This piece is interested in the Eastern European folk music based dance traditions that have influenced VDT's last two productions. This new work intends to update and celebrate the English, Austrian and Polish folk dancing traditions with group pieces full of vitality, humour and innocence. As individuals within the piece become ciphers for the less tasteful human compulsions, a mounting sense of disquiet threatens the group. As the choreographic forms splinter and breakdown, the human need for order and discipline is restored, bringing with it a sense of the inevitable return to the city. The piece raises questions about the nature of freedom, the joys and heartache of falling in and out of love, the need to trust and the search for self-determination and simplicity in an overwhelming and confusing world.

Brochure copy

Vincent Dance Theatre Let The Mountains Lead You To Love



Set in a white landscape, strewn with autumn leaves, Vincent Dance Theatre's new production is a rich and playful look at love in its various forms, full of vitality, innocence and a healthy dose of cynicism.

Let the Mountains Lead You to Love releases six extraordinary performers from the restrictions of the city to indulge in the confusions of sexuality, the puzzles of attraction and the joys of fake folk dancing. The company's striking physicality, dark humour and emotionally charged performance style ensure an evening of physical theatre at its raw and startling best.

Directed by Charlotte Vincent, designed by Richard Lowdon and with a specially composed soundtrack by John Avery, *Let The Mountains Lead You to Love* is an ensemble work, involving dancers from Austria, Poland and the UK. Funny, touching and achingly honest, the piece celebrates European collaboration in a pastoral setting, revealing the unspoken dreams, daring aspirations and deep regrets of TC Howard, Aurora Lubos, Elliot Kay, Janusz Orlik, Iris Heitzinger and live violinist Patrycja Kujawska.

Let The Mountains Lead You to Love is funded by the Arts Council of England, Sheffield City Arts and The Esmée Fairbairn Foundation. Co-commissioned by Sheffield Theatres, Danceworks UK Ltd, Nuffield Theatre Lancaster, Hall for Cornwall in association with Dance Agency Cornwall and Arnolfini. Charlotte Vincent is a Yorkshire Dance Partner. Vincent Dance Theatre is regularly funded by Yorkshire Arts.

POST SHOW DISCUSSIONS

Post show discussions are positively encouraged to include and develop audience links with the work and the company. A post show discussion would have to be chaired by someone from the venue (according to Liz Lerman's Critical Response Technique) and take place in a room other than the performance space so that the get out can take place at the same time.

If you would like a post show discussion please contact Tiffany.

Positioning

Key selling points

Vincent Dance Theatre's work is accessible to diverse audiences, over 16 years of age and with differing experiences of dance. Use of character, identifiable costumes, evocative sets and the spoken word make VDT accessible to new dance attenders. Other selling points include:

- Visually stunning set
- Solid track record / reputation of creative team
- International collaboration
- Original soundtrack by John Avery
- Dance/Theatre crossover
- Live violin
- Six accomplished and unusual performers
- Growing reputation of the company
- Accessible and provocative

Key target markets

- Previous attenders of Vincent Dance Theatre
- People who have taken part or are taking part in VDT education workshops
- Previous attenders of Vincent Dance Theatre collaborators work (eg. Forced Entertainment)
- Contemporary Dance attenders
- Attenders for physical theatre, challenging drama and multi artform work
- Polish communities and those interested in Poland and Austria
- Gay and lesbian communities
- Students (6th form, colleges, universities) of media/art/design/English/performing arts/politics/PE
- Music attenders – live violin and original score by John Avery
- Art cinema attenders
- Contemporary Art attenders/Visual artists
- Women's groups
- Dance organisations



Draft Marketing Campaign

Press and PR activity

The national Press night will be on 4 March at The Junction, Cambridge. Press cuttings and reviews will be circulated to each venue so they can be displayed within or around the venue/or used for direct mail purposes.

Please ensure that a press release and listings information (with accompanying photos) are sent out at least a month before the show arrives at your venue (see sample press release).

You should encourage the regional journalists to do preview publicity before the show arrives. *[An interview with Charlotte Vincent is available for any interested media radio interviews, newspaper preview interviews etc. Availability to be confirmed]*

Competitions should be organised with local radio and newspapers, offering them tickets as prizes. Make sure that the Box Office is briefed about the offer and the relevant 'competition quote'

You should encourage as many reviewers as possible to see *Let The Mountains Lead You To Love*. Please take cuttings of previews and reviews about the Company to send to Tiffany Evans after the visit.

Print Distribution

Mailing

- Past VDT attenders
- other attenders at your venue
- other venues' mailing lists
- Local Arts Marketing Consortiums lists
- Local Dance Agencies
- Regional arts council mailings
- Student group and youth group leaders
- Dance, Performing Arts, Drama and PE teachers
- Local arts organisations

Leafletting

- other events at your venue
- on-street or at key outside events

Distribution

- arts venues, cinemas, theatres and art galleries
- cafes, pubs, restaurants
- bookshops, libraries, TICs, local council offices
- university and college campus, students union
- doctor and dentist surgeries, hairdressers, beauty salons
- health and fitness centres
- youth clubs, gay and lesbian centres, night clubs
- Polish community centres, Polish events, Polish restaurants
- door to door in targeted postcode areas.

A list of your local marketing or dance agencies can be provided by Tiffany and if required they can provide you with local marketing information, details of other companies in your areas and ideas of effective ways to market Vincent Dance Theatre.

Networking

Ensure that key people in your catchment receive advance notice about the company's visit. Follow up with a call to describe the company's work. People at your local NDA, Regional Arts Council office, local council Dance/Arts Development Officers and Youth Officers, other venue managers, teachers, press contacts and student reps should all be cultivated as networkers to help promote the company through word-of-mouth.

Outline Schedule

This is a suggested general campaign guideline:

12-8 weeks prior to the performance

- Make sure show is on sale and that the correct details are on the box office system
- Brief box office of Vincent Dance Theatre visit and distribute Box Office briefing notes, encourage them to visit the VDT website at www.vincentdt.com
- Complete mailing to schools, colleges, universities and dance schools.
- Inclusion in venue brochure

8-4 weeks prior to the performance

- Distribute brochure
- Send out press release to your local contacts 4 weeks prior to the performance
- Send out listings information (together with photos) to local arts desks a month beforehand. Tiffany will contact all National Press.
- Brief your networkers

4-2 weeks prior to the performance.

- Follow up phone calls to your local press contacts. Enquire if they are interested in running the interview, running any preview features or competitions.
- Specialist distribution runs targeting core audiences using *Let The Mountains Lead You To Love* posters and leaflets
- Mailing to venues dance contacts and other suggested mailing lists
- Email promotions, flagging up the website (vincentdt.com)
- Organise front of house displays
- Organise bookshop displays and displays in shopping centres, dance schools and dance agencies.
- Do display newspaper advertising if you have the budget (artwork supplied on request)

1 Week Prior to the performance and during the day of the performance

- Leafleting and programme slipping
- Do on street foot soldiering

Face to face meetings or phonecalls will be set up between Tiffany and marketing staff at each venue wherever possible to discuss specific campaign activities most appropriate to your venue and catchment area.



Sample Press Release

VINCENT DANCE THEATRE

Let the Mountains Lead You To Love

Set in a white landscape, strewn with autumn leaves, **Vincent Dance Theatre's** new production is a rich and playful look at love in its various forms, full of vitality, innocence and a healthy dose of cynicism.

In contrast to the heartbreaking ferocity of last year's *Drop Dead Gorgeous*, ***Let the Mountains Lead You to Love*** releases six extraordinary performers from the restrictions of the city to indulge in the confusions of sexuality, the puzzles of attraction and the joys of fake folk dancing. The company's striking physicality, dark humour and emotionally charged performance style ensure an evening of physical theatre at its raw and startling best.

Directed by **Charlotte Vincent**, designed by **Richard Lowdon** and with a specially composed soundtrack by **John Avery**, ***Let The Mountains Lead You to Love*** is an ensemble work, involving dancers from Austria, Poland and the UK. Funny, touching and achingly honest, the piece celebrates European collaboration in a pastoral setting, revealing the unspoken dreams, daring aspirations and deep regrets of TC Howard, Aurora Lubos, Elliot Kay, Janusz Orlik, Iris Heitzinger and live violinist Patrycja Kujawska.

YOUR VENUE INFORMATION HERE

Date, time, prices etc

Let The Mountains Lead You to Love is funded by the Arts Council of England, Sheffield City Arts and The Esmée Fairbairn Foundation. Co-commissioned by Sheffield Theatres, Danceworks UK Ltd, Nuffield Theatre Lancaster, Hall for Cornwall in association with Dance Agency Cornwall and Arnolfini. Charlotte Vincent is a Yorkshire Dance Partner. Vincent Dance Theatre is regularly funded by Yorkshire Arts.

www.vincentdt.com

For photographs, further information and to request interviews please contact (YOUR PRESS CONTACT) or Tiffany Evans, Vincent Dance Theatre Press & Marketing Manager T: 020 7624 0927.

Sample Direct Mail letter

Dear

Let The Mountains Lead You To Love
When too much fresh air can be a bad thing!

Six very different characters gather together for a party that spills deep into the woods, deep into the night. Away from the urban environment, with feelings of freedom and escape, the group activity slowly unravels individual stories about the search for love, the need for intimacy and the fear of being alone.

Throwing all caution and prejudice to the wind they join in ridiculous, exhausting, hysterical folk dances, spurred on by the compelling music from the violin. Each of these people has their own history of loves found, lost and destroyed. They explore their attractions to each other and as they begin to act out their expectations of the other people they dance with we are able to see the desperate, the wicked and the lonely aspects of human relationships played out.

From the wild excitement of fake folk-dances to heart-breaking and poignant duets **Let The Mountains Lead You To Love** reaches into the hearts of the characters and lets us see what's in all of us, the need to love and be loved.

Let The Mountains Lead You To Love is a highly physical and emotional experience combining theatre athletic choreography, intriguing characters, humour and an original soundtrack featuring live violin. This is contemporary dance theatre at its most accessible. Don't miss it!

Find out more at www.vincentdt.com

Box Office Information Sheet

The Company	VINCENT DANCE THEATRE
Production title	LET THE MOUNTAINS LEAD YOU TO LOVE
Company background	Founded in 1994, Vincent Dance Theatre produces live, film and digital work which challenges conventional values in dance and gender politics. The Company's work is emotionally bold and physically demanding. VDT tours live work to small and middle scale venues and film and dance festivals in the UK and internationally, and explores digital dance through digital video and the web. Let the Mountains Lead You To Love is the company's tenth live touring production.
Company style	VDT's movement style is athletic and highly physical. Productions mix theatre with the athleticism of dance. The work reflects the personal politics and individual physicality of the European collaborators involved.
The Production	<p>Following the harrowing depiction of war and urban destruction in Drop Dead Gorgeous, the company's last piece, Charlotte Vincent has literally looked to the mountains of Austria for inspiration and healing in Let The Mountains Lead You To Love.</p> <p>Fresh air, freedom and space to be yourself and the starting point for this production, which as in previous pieces, explores human relationships in all their best and worst aspects. Set in a white landscape, featuring 12 trees and strewn with autumn leaves, Let The Mountain Lead You To Love takes six performers into the country in the aftermath a party. Released from the restrictions of the city, they explore their need to love and be loved, but are inevitably drawn back to the rules which govern human behaviour.</p> <p>The six dancers all have distinct characters and the piece is narrative in as much as it will reveal individual's stories. In them will be elements the audience will recognise making the production very accessible even to non-dance attenders. The costumes are circa 1940s/contemporary and reflect the celebratory style of the event the characters are attending.</p>
The Music	The soundtrack is specially written for the piece by John Avery featuring piano, violin, and cello compositions, several well known classical romantic works and traditional folk -music from Eastern Europe. There will also be live violin music performed by Patrycja Kujawska, some of which is written and some improvised.
Duration	approximately 70 minutes with no interval
Age suitability	we recommend 16 years and older
Post show talk	Talks will be taking place at some venues – please check with your marketing department if one has been arranged.
Education work	If you receive requests for workshops etc, please get them to contact Alison Senior, Vincent Dance Theatre's general manager on 0114 221 0369.

Please feel free to direct people to our website at **www.vincentdt.com** – it has full details about the company, production, tour and other aspects of our work.

Company Information

Founded in 1994, Vincent Dance Theatre produces live, film and digital work which challenges conventional values in dance and gender politics. The Company's work is emotionally bold and physically demanding. *Let the Mountains Lead You To Love* is the company's tenth live production.

Vincent Dance Theatre is committed to demystifying notions of what 'dance' can be. This is demonstrated in the accessible choreographic skill based workshops which the Company leads in education and community settings as diverse as art galleries, football stadiums, prisons, probation centres, youth groups, schools, colleges and universities.

The Company's live work tours to theatre venues and dance festivals across the UK and mainland Europe. Installation and film work is distributed into non-theatre spaces, cross arts venues and film festivals across Europe, Canada and United States.

BIOGRAPHIES

Charlotte Vincent – Artistic Director

Charlotte Vincent has created ten live productions for Vincent Dance Theatre, including *Let the Mountains Lead You To Love*, as well as a short film, *Glasshouse* (1998), and *On The House* (2000), an installation piece for gallery spaces. She has taught extensively across the UK in dance agencies, universities and in a wide range of community settings, as well as professional level teaching in Poland, Spain and Austria. She has worked with Dada von Bzdülów (Poland), Volcano Theatre Company, Stan's Café, Dance Republic (directed by Sue MacLennan and Gregory Nash), Box Clever Theatre Co, Clean Break Theatre Company, E4 Channel 4's interactive channel, and choreographed new work for Teeside Dance Initiative, Emanon Dance Company, Tai Pei Crossover Dance (Taiwan), Senza Tempo Dance Company (Spain) and x-IDA Dance Company (Austria). Charlotte is based in Sheffield.

John Avery - Composer

John Avery has composed five previous shows for Vincent Dance and the film *Glasshouse*. He has been composing and sound designing for the stage and film since 1982. To date he has created soundtracks for 13 Forced Entertainment Theatre productions including *Emmanuelle Enchanted & Club of No Regrets*. In 1995 he began working with the choreographer/performer Wendy Houston and composed for 4 of her pieces, including the *Haunted Trilogy* and *The Reverse Effect* for the QEH. In 1999 he was invited by the South Bank Centre to compose for the *Take Me To The River* dance festival. He has also worked a great deal in film and television on projects such as *Diary of a Dancer* directed by David Hinton for the BBC, as recordist for the poet Tony Harrison's feature film *Prometheus* for Channel 4 and *Gamma* for the Turner Prize nominees the Wilsons. More recently John has worked in

London with choreographer Dan O'Neil on *The Red Red Shoes* at The Unicorn Theatre, with Emilio Greco (Italy/Amsterdam) composing for *Piano di Rotta* and with Director Jo Cammack composing links for the *Dancing Across The Water Arts Council* film projects. John is based in London.

Richard Lowdon - Set Designer

Richard Lowdon was educated in Theatre Studies at Exeter University, and is a founding member of Forced Entertainment. Established 18 years' ago, and based in Sheffield since then, Forced Entertainment are considered to be at the cutting edge of their field, producing work, live, published on CD-ROM and on film. The company works in theatre and non-theatre venues in regular collaboration with photographer Hugo Glendinning and composer John Avery. Richard designs and performs in all their work, except in 1998, when he co-directed and designed *Dirty Work* with Tim Etchells, and took part in other collaborations including working with film director Jo Cammack on *Down in One* and with Charlotte Vincent and Robert Hardy on *Glasshouse*. He has designed Vincent Dance Theatre's productions *Falling From the High Rise of Love* (1999), *Caravan of Lies* (2000), *On The House* and *Drop Dead Gorgeous* (2001). *Let the Mountains Lead You To Love* is Richard's sixth collaboration with the company. Richard is based in Sheffield.

James Harrison – Lighting Designer

James Harrison has worked within the entertainment industry (live music and night-clubs) since 1994, training in lighting and sound. He graduated in Theatre Design from Bretton Hall College in 1999. Since then he has designed for several Sheffield based companies, including Third Angel (*Where From Here, Believe The Worst, Leave No Trace*) Point Blank (*Dead Causes*) and last year collaborated for the first time with Vincent Dance Theatre (*Drop*

Dead Gorgeous). As a Technical Stage Manager, James has toured nationally and internationally with theatre and dance companies Third Angel, Blast Theory, Scarlet Theatre and Vincent Dance Theatre. His work also includes teaching and implementing sound, set and lighting designs to community and school groups in and around Yorkshire, as well as being involved with the technical side of their productions. James is based in Sheffield.

TC Howard (UK) - Performer / Associate Director

TC Howard graduated from *Middlesex Polytechnic* with a First Class Hons (dance major) in Performing Arts. TC's work includes dancing with *V-TOL Dance Company* in *By Force of Fantasy* and *The Snowball Effect* - a Dance 4 Camera *BBC* short. She has worked as a performer/teacher with the *David Glass Ensemble* in *The Hansel & Gretel Machine* and in *The Lost Child* as part of an international project working with street children and care workers in the Third World. She choreographed for Frantic Assembly's *Sold*, winner of a Time Out award and transfer to the West End, and this year choreographed a new work for Ludus Dance Company, *Clash*. Other work includes: dancer in The Hot House Dance Company for the Liverpool Philharmonic Orchestra, Choreographer and First Fairy in *A Midsummer Nights Dream* with Barrie Rutter's Northern Broadsides. For David Glass Ensemble TC played The Thing in *Gormenghast* and choreographed *La Dolce Vita*. She also choreographed for Horse & Bamboo (puppet & mime); Opera Circus (physical theatre & opera) and in Holland Introdans (modern ballet). *Let the Mountains Lead You To Love* is TC's sixth collaboration with Vincent Dance Theatre. TC lives in Lancaster.

Iris Heitzinger (Austria) - Performer

Iris studied at the Bruckner Konservatorium in Linz and joined the newly formed x-IDA Dance Company last year. She has also worked with Johannes Randolf and has recently won an Upper Austria Government scholarship to travel to the USA and Europe to gain work experience with professional companies. She worked with Charlotte making a new production in 2001 with x-IDA. Iris lives in Linz.

Elliot Kay (UK) - Performer

Elliot studied at the Northern School of Contemporary Dance and graduated with a Bachelor of Performing Arts degree. While studying he worked with Jeremy James, Sharon Donaldson, Claudia Martinez (*Plastico*, Portugal), and Air Dance Company. Elliot has worked in the UK and internationally in Israel,

Germany, Spain and Portugal. Elliot is based near London.

Patrycja Kujawska (Poland) - Performer

Patrycja studied at the Academy of Music in Gdansk, graduating in violin, which she plays with attitude. She is a guest performer in the City Theatre in Gdynia and sings in the Non-Cabaret of Maciej Nowak in the Baltic Sea Cultural Centre. She has performed with Dada von Bzdülów Theatre since 1994 and composed the music to Dada's performance *The Doom of the People or My Liver has no Sense*. In 2000 she was awarded a Gdansk Theatre Scholarship from the City of Gdansk to create a recital *The Ninth Lover of Katarzyna Foster*. Patrycja made and toured *Drop Dead Gorgeous* with VDT in 2001/02 and returns (with her violin) for a second collaboration with this new full-length work. Patrycja lives in Gdansk.

Aurora Lubos (Poland) - Performer

Aurora was a member of Dance Theatre of Gdansk between 1997-2000, working under the direction of Melissa Monteros and Wojciech Mochnej and with this company she performed in Poland, Finland, Estonia, Sweden, Lithuania, Hungary, Italy, Germany and Canada. She has made and performed her own solo work *Unfinished* in Poland and Finland. Aurora danced in three productions of the Baltic University of Dance, *In the Body* created by Avi Kaiser (Israel/Germany) in 1999, *Papugaj* created by Tatiana Baganova (Russia) in 2000 and *Uff...!* created by Aurora Lubos and Leszek Bzdyl (Poland) in 2000. In Spring 2001 she worked with Vincent Dance Theatre in a reworked version of *Caravan of Lies*, and joined the company again for the making and touring of *Drop Dead Gorgeous*. *Let the Mountains Lead You To Love* is Aurora's third project with VDT. She lives in Gdansk.

Janusz Orlik (Poland) – Performer

Hailing from rural Poland, Janusz trained at the Ballet School in Wracow, and then in contemporary dance at the Bruckner Konservatorium in Linz. He is a founding member of x-IDA and met Charlotte Vincent in November 2001 whilst making one of two new pieces with this young company. Janusz lives in Linz.

Press Quotes

DROP DEAD GORGEOUS 2001/02

'Major work by a serious artist unafraid to explore the dark ambiguities of human emotion and social order'
THE STAGE

'The intention is admirable and acted with raw sincerity' THE INDEPENDENT

'Ground-breaking, powerful and effective... the ultimate antidote to mediocre theatre'
TROWBRIDGE GUARDIAN

'The commitment and intensity of the performers is remarkable and ensured that the work kept my attention throughout' DANCE EUROPE

'Painful to watch and agonising to perform... Images are socked home like cruise missiles... performed with great commitment... a powerful plea for peace... THE GUARDIAN

CARAVAN OF LIES 2000/01

'Painfully moving and compelling. It's not often you find dance theatre that has such energy, emotions and interwoven layers of well-structured meaning and imagery, but Charlotte Vincent and her outstanding company really excel in getting under the skin of personal dilemmas that we can all recognise.'
THE HERALD, GLASGOW

ON THE HOUSE INSTALLATION 2000

'Actual and fantasised intimacies made touchingly public' THE GUARDIAN

FALLING FROM THE HIGH RISE OF LOVE 1999

'Dance as dysfunction, a site of conflict, becomes dance as affirmation, the response of most use. This show matters emotionally, and pushes dance forward as it does so' THE STAGE