

PRESS/RADIO/TV

Artistic Director Charlotte Vincent and Artistic Associate TC Howard are available for press and radio interviews in advance of performances. If you would like to arrange an interview with either of them, please let Tiffany know.

In some areas we are running Education workshops and there may be opportunities for photocalls. Please arrange for anyone interested in covering Education work to contact me first.

EDUCATION

Vincent Dance Theatre offers a range of educational packages which can be tailored to you and your venue / audiences' specific needs. The models available include:

- Professional Development Residency (week, weekend or longer)
- Performance Orientated Workshops
- One day choreographic workshop
- Open Rehearsal (primarily for dance or performing arts students)
- Open Company technique class
- Digital Media in Performance (digital, video and web based workshops and residencies)

Artistic Director Charlotte Vincent usually leads Vincent Dance Theatre's education packages. Some projects will be delivered in collaboration with performer and Associate Director T C Howard. Vincent Dance Theatre prefers to work with participants aged 14 plus, but workshops are available for younger groups if appropriate to specific venues. We work across abilities from beginners and open workshops and classes through to professional training for fellow practitioners. A full educational pack is available from the company on request. Please call Mairead Turner.

The Production

ON THE HOUSE

Conceived and Directed by Charlotte Vincent
Designed by Richard Lowdon
Soundtrack by John Avery
Devised and Performed by TC Howard (UK), Janusz Orlik (Poland).

PROJECT DESCRIPTION

On the House is a looped video and sound installation, which incorporates a live performance and VDT's 35mm film **Glasshouse**, bringing together VDT's Associate Director TC Howard and Polish dancer Janusz Orlik.

On The House is a physical, visual and sonic delight: a discreet and playful duet in which a man and a woman try to co-exist in what is a small and magical place. Taking place in a see through house (only 6ft by 8ft in dimension) the audience witness the couple as they swing, perch, balance, sing, hold, cherish and play together with every act visible through transparent walls.

Based in and around the steel and Perspex structure from **Glasshouse**, **On The House** shares a new story, close up, which is full of joy and full of games, in stark contrast to the film, which loops in close proximity to the live action. A third layer of visual imagery, shot across the corners of the performance space is a projected video work shot in the deep woods, triggering memories of another coupling and other events, which have taken place in this house.

Sometimes dark, often funny, and performed very close up, **On The House** has intrigued and endeared audiences. Full of surprises, the piece uncovers a universe where real, imagined and filmed timeframes collide. Created for spaces where conventional seating is removed, and performed in promenade style, **On The House** can be viewed by audiences sitting or standing as close to or as far from the action as they wish.

Glasshouse is a short dance theatre film conceived and performed by Charlotte Vincent and Richard Lowdon (Forced Entertainment) shot in Sheffield by filmmaker Robert Hardy. Set in a small 'glass' dwelling, and taking place at night is an extended apology, a tired excuse, a hard-hitting duet about how actions speak louder than words. **Glasshouse** has been screened in cinema venues across the UK, Spain, Italy, Norway, The Netherlands, Canada and the United States. The film is described as 'a simply striking performance film' (Film Four).

On The House was originally commissioned in 1999 by Site Gallery (Sheffield) and Arnolfini (Bristol) and was recently performed in the Royal Festival Hall Ballroom. The piece was re-commissioned by Danceworks UK Ltd as part of the Home project in April/May 2003 and premièred at the Crucible Studio Theatre (Sheffield) on 11th April 2003. It was voted best dance event in Bristol by Venue Magazine 2000.

Brochure copy

VINCENT DANCE THEATRE On The House

Soundtrack **John Avery**
Directed by **Charlotte Vincent**
House designed by **Richard Lowdon**

On the House is a looped video and sound installation, which incorporates live performance and Vincent Dance Theatre's 35mm film **Glasshouse**. Bringing together VDT's Artistic Associate TC Howard and Polish dancer Janusz Orlick, the piece is a physical, sonic and visual delight, a playful, moving duet in a little house covered with Autumn leaves.

The audience is invited to sit as close or as far from the action as they wish.

Live performance lasts 35 minutes.

On the House was originally commissioned by Site Gallery (Sheffield) and Arnolfini (Bristol) and was recently performed in the Royal Festival Hall ballroom. This reworked version is commissioned by Danceworks UK Ltd.

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
- 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
- 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

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
- 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.

Press and PR activity

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.

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 *On The House*. Please take cuttings of previews and reviews about the Company to send to Tiffany Evans after the visit.

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.

VINCENT DANCE THEATRE

On The House

On The House is a looped video and sound installation, which incorporates a live performance by Vincent Dance Theatre's Associate Director TC Howard and Polish dancer Janusz Orlik (**Let The Mountains Lead You To Love**) and VDT's 35mm film **Glasshouse**.

On The House is a physical, visual and sonic delight: a discreet and playful duet in which a man and a woman co-exist in a small and magical place. Taking place in a 'glass' house, the audience witnesses the couple as they swing, perch, balance, sing, hold, cherish and play together, with every act visible through transparent walls.

Sometimes dark, often funny and performed very close up, **On The House** uncovers a universe where real, imagined and filmed timeframes collide. Performed without conventional seating, the audience is invited to sit or stand as close to or as far from the action as they wish.

Glasshouse (played as part of the installation) is a short dance theatre film, conceived and performed by Charlotte Vincent and Richard Lowdon (Forced Entertainment), and shot in Sheffield by filmmaker Robert Hardy. Taking place at night, it is an extended apology, a tired excuse, and a hard-hitting duet about how actions speak louder than words. **Glasshouse** has been screened in cinema venues across the UK, Spain, Italy, Norway, The Netherlands, Canada and the United States.

DIRECTED BY	Charlotte Vincent
SET DESIGNED BY	Richard Lowdon
SOUNDTRACK BY	John Avery
DEvised AND PERFORMED BY	TC Howard (UK) and Janusz Orlik (Poland)

YOUR VENUE INFORMATION HERE

Date, time, prices etc

On The House was originally commissioned by Site Gallery (Sheffield) and Arnolfini (Bristol) in 1999, and was performed in the Royal Festival Hall Ballroom in 2002. This reworked version was re-commissioned by Danceworks UK, and performed around South Yorkshire in Spring 2003. The Autumn 2003 tour of **On the House** is funded by Arts Council of England National Touring Programme. The piece was voted best dance event in Bristol by Venue Magazine 2000. Charlotte Vincent is a Yorkshire Dance Partner.

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.

ON THE HOUSE by VINCENT DANCE THEATRE

Your venue
Dates and times

A total theatrical experience – unrivalled speed and agility
Venue Magazine

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A simple striking performance film
Film Four

Tickets XXX BOX OFFICE NUMBER XXXX

Find out more at www.vincentdt.com