

# DANCE/NYC ONLINE TECHNOLOGY ROUNDTABLE

9:30-11:30AM Wednesday, July 21, 2011, Mertz Gilmore Foundation, New York

This document provides a snapshot of those online technology projects represented in Dance/NYC's recent technology roundtable and is a first response to the group's stated goal of establishing an "innovation directory" and a listserv. By identifying the range of projects serving, or with the potential to serve, dance in NYC, generating dialogue and forging partnerships, we can create opportunities to strengthen the field.

Attendee	Organization	Title	Contact
Aaron Buzali	Culture Matchup	Founder	aaron@culturematchup.com
Lori Byrageon	Design Brooklyn; Dance/ NYC Junior Committee	Office Manager; Committee Member	lori@designbrooklyn.com
Anne Coates	Alliance for the Arts (NYC-ARTS)	Vice President	acoates@allianceforarts.org
Peter Cobb	New York Foundation for the Arts (NYFA)	Program Officer, NYFA Learning/NYFA Consults, BUILD	Pcobb@nyfa.org
Kevin Cunningham	3 Legged Dog, part of Lower Manhattan Arts Council.	Founder and Executive Artistic Director	kevin@3leggeddog.org
Hannah Durack	The Andrew W. Mellon Foundation	Program Associate for Performing Arts	--
Jennifer Edwards	JenEd Productions; Edwards + Skybetter Change Agency; Huffington Post	Founder and Director; Founder and Consultant; Writer	Jennifer@EdwardsandSkybetter.org
Chris Elam	Audience Engagement Platform	Founder	chris@misnomer.org
Kathryn Field	Dance/NYC	Columbia Business School Fellow	katharynfm@gmail.com
Roland Gebhardt	Roland Gebhardt Design	Founder	roland@rolandgebhardtdesign.com
Lane Harwell	Dance NYC	Director	lharwell@dancenyc.org
Drew Jacoby	DancePulp	Co-Founder	djacoby@dancepulp.com
Kevin Kilroy	Alliance for the Arts (NYC-ARTS)	Marketing and Communications Manager	kkilroy@allianceforarts.org

Marc Kirschner	Tendu TV	Founder and General Manager	mkirschner@tendu.tv
Josh Martens	DancePulp	Chief Designer, Executive Producer, Co-Founder	jmartens@dancepulp.com
Kirsten Nordine	Fractured Atlas	Project Manager, Technology Programs	kirsten.nordine@fracturedatlas.org
Christy Park	Dance Films Association	Executive Director	christy@dancefilms.org
Tom Penketh	Backstage	Managing Website Editor	tpenketh@backstage.com
Danai Pointer	NYC Department of Cultural Affairs	Director of External Affairs	dpointer@culture.nyc.gov
Doug Post	Pentacle	Artist Representative	doug@pentacle.org
Sanjiv Sanghavi	Classtivity	Chief Operating Officer	--
Samantha Siegel	Dance/NYC; Design Brooklyn	Intern; Social Media Consultant	info@dancenyc.org; samantha@designbrooklyn.com
Doug Smith	Theatre Development Fund	Director of Web Services	DougS@tdf.org
Phoebe Stern	Fourth Arts Block	Operations Manager	phoebe@fabnyc.org
Maria Villafranca	New York Foundation for the Arts (NYFA)	Program Officer, Artists Resources	maria@nyfa.org

**25 in attendance, representing 21 organizations/companies**

**18 online projects represented**

**By show of hands: How many of you are nonprofits?**

11

**For-Profits?**

8

**Neither?**

1 (government)

**How many of you are partnering with at least ONE other person in the room on technology?**

12

**How many of you are partnering with at least TWO other people in the room on technology?**

6

**How many of you are partnering with at least THREE other people in the room on technology?**

4

**How many of you are partnering with FOUR OR MORE other people in the room on technology?**

2

**Can each of you briefly describe the technology project you are working on?**

**3 Legged Dog** ([www.3leggeddog.org](http://www.3leggeddog.org))

Focusing on 3LD+, to create international production consortium and to use digital media, technology, and intellectual property frameworks to create a secondary market for experimental art.

**Audience Engagement Platform** ([www.aeplatform.com](http://www.aeplatform.com)):

A centralized site for artists and companies to better engage their audiences through a set of distinct bookable items/experiences to engage audiences between major productions. Functions two fold- companies will have more offering to directly share with their existing audience base, as well as a centralized site to get up close and personal to the art genre in New York City.

**Backstage** ([www.backstage.com](http://www.backstage.com)):

A “dance portal” providing dance news coverage and audition listings.

**Classtivity** ([www.classtivity.com](http://www.classtivity.com)):

Web portal that provides classes- dance, yoga, cooking, language- in New York City, to expand to rest of the country.

**CultureMatchup** ([www.culturematchup.com](http://www.culturematchup.com)):

An alternative for individuals who do not want to attend events by themselves. Provides a marketing outlet for arts organizations to post events, invite members, and to engage/interact with others to grow audience.

**Dance Block** ([www.fabnyc.org/danceblock](http://www.fabnyc.org/danceblock)):

Online reservation database for spaces available under the Fourth Arts Block, for use by dance companies and independent artists.

**Dance Films Association** ([www.dancefilms.org](http://www.dancefilms.org)):

Venture project working to archive past festivals by creating a library of films and videos.

**Dance/NYC** ([www.dancenyc.org](http://www.dancenyc.org)):

The “Go to” for dance artists and managers in the five boroughs, the site encourages public engagement and provides promotional muscle to the dance community through free calendar listings, RSS feeds, a Google map and subsidized ads. It supports management through information resources, from audition and job listings and choreographic opportunities to funding, policy and field news, commentary and advice, and Dance/NYC published research on the needs and contributions of NYC dance.

**Dance Pulp** ([www.dancepulp.com](http://www.dancepulp.com)):

Free exclusive video interviews with dance industry- ballet, modern, and commercial dancers, directors, and choreographers where content also serves as promotion. Also includes a blog with in-house and guest writers, and working on gathering RSS feeds of other dance blogs to create a streamlined “newsfeed”. Currently has partnerships and distribution on Tendu TV and Hulu. Working to have an online choreographic premiere to live on the site.

**DJP Artist Services Newsletter:**

A low-tech, high utility weekly eblast to the New York dance community, providing information on new projects and upcoming performances.

**Fractured Atlas Current Projects** ([www.fracturedatlas.org](http://www.fracturedatlas.org)):

Fractured Atlas provides programs and services to support artists, including fiscal sponsorship and healthcare.

Specific online projects include: **ATHENA** (Advances Technology Hub and Extensible Nexus for the Arts) ([www.athena.fracturedatlas.org](http://www.athena.fracturedatlas.org)): An open source arts business management software. **Fractured U** ([www.fracturedatlas.org](http://www.fracturedatlas.org)): Online convening offering training in the business aspects of the arts, tailored to practicing artists and small organizations. **NYC Performing Arts Space** ([www.nycpaspace.org](http://www.nycpaspace.org)): Comprehensive and accessible databases of rehearsal and performances spaces in New York City for music, dance, and theater, free to access. Online reservation and rental engine to be launched as a part of this project.

And upcoming... **Artful.ly** (<http://artful.ly/>): ATHENA-as-a-service website. **ATHENA Books**: Accounting tool to make budget, manage accounts, and record financial transactions. **ATHENA Tix**: Tool to sell performance and event tickets, track attendance, and manage inventory.

#### **home/body Project:**

As a part of JenEd Productions ([www.jened.com](http://www.jened.com)), working on a health and wellness app target groups such as senior citizens or teen girls as a way for stress management, using dance as a metaphor for “coming home to the body”.

**New York Foundation for the Arts** ([www.nyfa.org](http://www.nyfa.org)):

**NYFA Classifieds** are a national online resources for jobs and internships, opportunities and services, event listings and studios spaces for artists, arts administrators and museum professionals. **NYFA Source** A comprehensive searchable database for individual artists working in all disciplines, nationally accessible. Functions as a research tool for artists looking grants, opportunities, insurances, and information about other arts organizations, free to be listed and free to use.

**NYC ARTS** ([www.nyc-arts.org](http://www.nyc-arts.org) and [www.nyckidsarts.org](http://www.nyckidsarts.org)):

Centralized locations to access information about culture in New York and gateways to other cultural resources. Free **NYC ARTSapps** include the GPS-based NYC ARTS iPhone and iTouch application and the **NYC ARTS calendar widget**, which bloggers and organizations can install on their Web sites. NYC ARTS recently launched a **Cultural Guides for Seniors** ([www.NYC-ARTS.org/seniors](http://www.NYC-ARTS.org/seniors)), providing information including cultural organization events, discounts, and disability access. A sister site to NYC-ARTS.org, [NYStateARTS.org](http://NYStateARTS.org), offers information about cultural organizations throughout New York State.

**NYCulture Calendar** ([www.nyc.gov/calendar](http://www.nyc.gov/calendar)):

Online calendar, led by the New York City Department of Cultural Affairs, of nonprofit cultural event listings in the five boroughs, searchable by “free”, “discipline”, and “kids”. All events are shared with NYC + Company ([www.nycgo.com](http://www.nycgo.com)), the official touring and marketing site, [nyc.gov](http://nyc.gov), and 311.

#### **Project Audience (venture):**

The next “moviefone for culture” where the public can access dance anywhere.

**Tendu TV** ([www.tendu.tv](http://www.tendu.tv)):

Digital multi-platform network for dance and performing arts programming. On January released the first dance performances on iTunes in the United States and Canada Partnership with iTunes, while in the process of roadmapping into 20 countries. Aiming to distribute wherever Hollywood studio content being delivered. News regarding production to be shared publicly soon. Involved in the 3LD project.

**TKTS** ([www.tdf.org/tkts](http://www.tdf.org/tkts)):

Project of the Theatre Development Fund, providing subsidized tickets to performances, including dance. Discounts are available online, in person, and available on the recently released iPhone App.

#### **Online Technology Projects Identified “To Watch” for NYC Dance**

**The Actors Fund** -- [www.actorsfund.org](http://www.actorsfund.org)

**Alliance of Artists Communities** -- [www.artistcommunities.org](http://www.artistcommunities.org)  
**ArenaStage** -- [www.arenastage.org](http://www.arenastage.org)  
**Bing** -- [www.bing.com](http://www.bing.com)  
**BrightIdea** -- [www.brightidea.com](http://www.brightidea.com)  
**The Cadmus Group, Inc** -- [www.cadmusgroup.com](http://www.cadmusgroup.com)  
**Catchafire** -- [www.catchafire.org](http://www.catchafire.org)  
**Causes** -- [www.causes.com](http://www.causes.com)  
**Contemporary Performance Network** -- [www.contemporaryperformance.org](http://www.contemporaryperformance.org)  
**Content Inc** -- [www.getcontent.com](http://www.getcontent.com)  
**NHK CosmoMedia America** -- [www.nhkcsmomedia.com](http://www.nhkcsmomedia.com)  
**Cultural Data Project** -- [www.culturaldata.org](http://www.culturaldata.org)  
**Culture Craver** -- [www.culturecraver.com](http://www.culturecraver.com)  
**Culture Pundits** -- [www.culturepundits.com](http://www.culturepundits.com)  
**Dance Heritage Coalition** -- [www.danceheritage.org](http://www.danceheritage.org)  
**Dancers Among Us- Jordan Matter Photography Project** -- [www.jordanmatter.com](http://www.jordanmatter.com)  
**Demos** -- [www.demos.co.uk](http://www.demos.co.uk)  
**Destination Chelsea** -- [www.destinationchelsea.org](http://www.destinationchelsea.org)  
**Economic Revitalization for the Performing Artist (ERPA)** -- [www.thefield.org/t-erpa.aspx](http://www.thefield.org/t-erpa.aspx)  
**Explore Dance** -- [www.exploredance.com](http://www.exploredance.com)  
**Facebook** -- [www.facebook.com](http://www.facebook.com)  
**Geek in Residence (Australia)** -- [www.artsdigitalera.com/gir](http://www.artsdigitalera.com/gir)  
**Google+** -- [www.plus.google.com](http://www.plus.google.com)  
**Google +1 button**  
**Home4Dance** -- [www.home4dance.com](http://www.home4dance.com)  
**Kickstarter** -- [www.kickstarter.com](http://www.kickstarter.com)  
**Institute for Culture in the Service of Community Sustainability (ICSCS)** -- [www.artspolicynow.org](http://www.artspolicynow.org)  
**Indiegogo** -- [www.indiegogo.com](http://www.indiegogo.com)  
**iTunes Affiliate Program** -- [www.apple.com/itunes/affiliates](http://www.apple.com/itunes/affiliates)  
**Meetup.com- Art, Technology, and Culture** -- [www.meetup.com/Arts-Culture-and-Technology](http://www.meetup.com/Arts-Culture-and-Technology)  
**Mindbody, Inc.** -- [www.mindbodyonline.com](http://www.mindbodyonline.com)  
**Network for Good** -- [www.networkforgood.org](http://www.networkforgood.org)  
**New York Charities** -- [www.nycharities.org](http://www.nycharities.org)  
**OurGoods** -- [www.ourgoods.org](http://www.ourgoods.org)  
**OvationTix** -- [www.ovationtix.com](http://www.ovationtix.com)  
**Ovation TV** -- [www.ovationtv.com](http://www.ovationtv.com)  
**Paypal** -- [www.paypal.com](http://www.paypal.com)  
**Skype** -- [www.skype.com](http://www.skype.com)  
**Square** -- [www.squareup.com](http://www.squareup.com)  
**Theater Connects** -- [www.theaterconnects.com](http://www.theaterconnects.com)  
**Theater Online** -- [www.theateronline.com](http://www.theateronline.com)  
**Theatre Communications Group** -- [www.tcg.org](http://www.tcg.org)  
**The Ballerina Project, photography project** -- [www.ballerinaproject.com](http://www.ballerinaproject.com)  
**The Field** -- [www.thefield.org](http://www.thefield.org)  
**The Virtual Pillow, Jacob's Pillow** -- [www.jacobspillow.org/Virtual-Pillow](http://www.jacobspillow.org/Virtual-Pillow)  
**TimeOut Magazine** -- [www.timeout.com](http://www.timeout.com)  
**Twitter** -- [www.twitter.com](http://www.twitter.com)  
**United States Artists** -- [www.unitedstatesartists.org](http://www.unitedstatesartists.org)