

TENDUTV AND DANCE FILMS ASSOCIATION ANNOUNCE 3D/HD PRODUCTION PARTNERSHIP AND LAUNCH OF NYC DANCE EXPORT

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Innovative partnership between TenduTV and the Dance Films Association to produce 3D and HD productions of NYC based dance companies. Partnership receives initial financial support from Rockefeller Foundation's Cultural Innovation Fund.

New York, NY (PRWEB) August 23, 2011

TenduTV, the leading multiplatform network for dance programming, and the Dance Films Association, producers of the annual Dance on Camera Festival at Lincoln Center, announced today a partnership to produce three dimensional (3D) and high definition (HD) films of dance performances for worldwide theatrical, broadcast and home video distribution. The partnership also announced that their joint project, "NYC Dance Export", has received initial financial support from the Rockefeller Foundation's Cultural Innovation Fund. "NYC Dance Export" will focus exclusively on the production of performance films by dance companies that reside in New York City.

In this partnership, the Dance Films Association will manage the production process and oversee dance companies as they build their internal capacity for film production, while TenduTV will select individual projects and distribute the partnership's output.

"Today, audiences are able to watch great dance performances from around the world in theaters or on demand through TenduTV's vast partner network, which can reach virtually any screen imaginable. There has never been a more exciting time for both artists and audiences," said Marc Kirschner, founder and General Manager of TenduTV. He added, "Unfortunately, despite New York City's long-standing reputation as an international center for dance, local companies have been unable to take advantage of these new opportunities." He concluded, "NYC Dance Export represents the beginning of our action plan to reestablish the global presence of New York City dancemakers. We couldn't be more grateful to the Dance Films Association for their partnership and the Rockefeller Foundation for their support."

"Audiences should not have to sacrifice quality of experience when watching filmed dance," said Christy Park, Executive Director of the Dance Films Association, "For years, the Dance Films Association has worked to showcase directors who excel in capturing all forms of dance on screen. This fund will be a great opportunity to bring their talent to a higher level and a wider audience."

Initial response to the partnership from the dance community has been strong, with one dance writer calling it, "the most important step for American dance in the last five years", while another claimed, "(the partnership's mission) is akin to Kennedy proclaiming we will walk on the moon."

TenduTV and Dance Films Association are currently evaluating potential productions, as well as theatrical and broadcast partnerships. TenduTV will also distribute each title across its global network, which is capable of reaching over 500 million connected screens, televisions, tablets and mobile devices through outlets such as iTunes, Amazon Instant Video, CinemaNow and Hulu.

About the Dance Films Association

Dance Films Association, Inc. (DFA) is dedicated to furthering the art of dance film. DFA is a catalyst for both the innovation and preservation of dance on camera by connecting artists and organizations, fostering new works for new audiences, and sharing essential resources.

DFA was founded by Susan Braun in 1956, and included Ted Shawn, the founder of Jacob's Pillow, as its charter member, as well as modern dance pioneer Jose Limon and ballerina Alicia Markova as members of its first Board of Directors. A tireless advocate, Ms. Braun devoted her life to finding, showcasing, preserving dance films and videos until her death in 1995. Today, DFA carries on the spirit of creativity and collaboration in a time of extraordinary transformation.

The Dance Films Association produces the Dance on Camera Festival, which will be celebrating its 40th Anniversary in 2012. Recognizing excellence in the art of capturing dance on film, the Dance on Camera Festival tours to over 50 venues around the world, and has been co-sponsored by the Film Society of Lincoln Center since 1997.

About TenduTV

The TenduTV network delivers dance-focused programming including performances, dance films, documentaries and original programming to connected screens around the world. Called "Arts Ambassador for the Future" in The Huffington Post, TenduTV's programming reaches televisions, mobile devices, tablets and computers through major digital video stores including iTunes, Amazon Instant Video and CinemaNow. TenduTV works closely with producers of dance programming to navigate today's fast-changing media landscape, believing that the world's best dance performances should be available to as many people as possible. With access to the most current digital technologies, TenduTV aims to ensure that dance companies are able to grow and prosper in the context of today's cultural market.

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