

JUNIOR COMMITTEE

[Apply](#)
[JComm Blog](#)
[Member Bios](#)
[About](#)

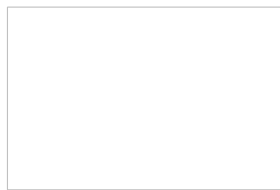
Monday, November 14, 2011

Often Seen But Rarely Heard: Dancer\'s Voice Comes to the Fore @ D/NYC Town Hall

By evelinec

[► Share](#) | [Print](#) | [Download](#)

Member Blogger of the Week - Eveline



Tonight's sold-out [Dance/NYC Town Hall](#) at Joyce Soho featured a talented and knowledgeable panel, representing individual dancers, dance companies, and larger institutions, all sharing their particular contributions to increasing the presence of the dancer in marketing today. Moderated by Ellen Bar, Director of Media Projects at New York City Ballet, the panel comprised of Misty Copeland (American Ballet Theater), Andrea Welshons (Keigwin + Company), Megan Sprenger (New York Live Arts), and Wendy Whelan (New York City Ballet).

Whether a highly-established ballet company or an emerging modern troupe, one major thematic element that was echoed was "people respond to people, and not institutions." That does not mean that an large organization cannot connect to the public on a personal level. In fact, it is possibly even more imperative that these institutions create avenues for personal engagement.

In an increasingly technologically mediated society, the glossy season subscription brochure is not enough. It goes without saying that online video was the new, dominant vehicle for many reaching their audiences, through in-depth dancer interviews, glimpses into the creative process, or just informal banter. However, print was not to be discounted as a savvy billboard marketing campaign was also highlighted.

In all instances, the individual dancer's voice brought an authenticity and intimate connection to the choreography, the company, the whole. Shifting the focus to the dancer - rather than the artistic director or choreographer - to articulate his/her personal perspective, many panelists agreed that this gave the dancers a greater professional and artistic ownership in their companies and careers.

If you missed the Town Hall, you can check out this [aggregate](#) of [#dancersvoice](#) Twitter posts with photos, observations, questions and comments taking place during the live event. Certainly fitting that the audience members were generating personal content themselves and developing their own dialogue!

[< back](#)

[previous listing](#) • [next listing](#)