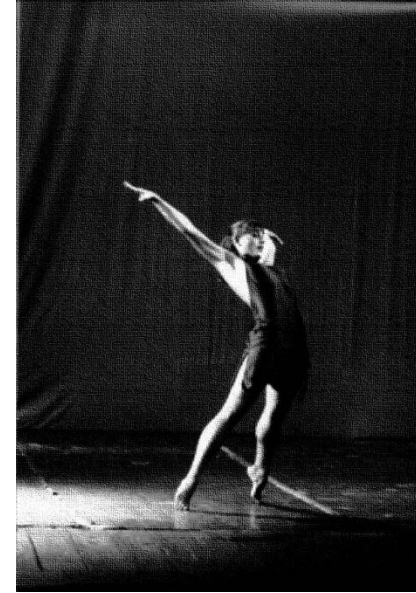


Tanzmesse Experience:

Anna Amadei

Elsie Management

...background



- **I was born in Italy as a dancer and I grew up as a dancer until the age of 23...**

...studies



I graduated from the University of
Bologna with a degree in
Communication and a Specialization
in
ARTS MANAGEMENT

...career



- I quit dancing
- I moved to ROME to pursue the Arts Management career
- I became a tour manager for foreign dance companies, and TRAVELLING all around the Country

...time for a CHANGE

NYC

ROME



...Following my instinct and a man :-)

...Elsie Management



ANNA AMADEI
CONTRACT & OFFICE MANAGER
INTERNATIONAL ARTIST REPRESENTATIVE

DANCE, THEATER, OUTDOOR SPECTACLE,
AND SPECIAL ATTRACTIONS FOR
PERFORMING ARTS CENTERS,
FESTIVALS, AND SPECIAL EVENTS

elsie
management

TEL: +718-797-4577
55 WASHINGTON ST. STE. 327 CELL: +646-696-9528
BROOKLYN, NY 11201 FAX: +718-797-4576
annaa@elsieman.org • www.elsieman.org

- I started working for ELSIE MANAGEMENT as Contracts/Business Manager and with the goal of expanding the bookings ABROAD

...back to dancing

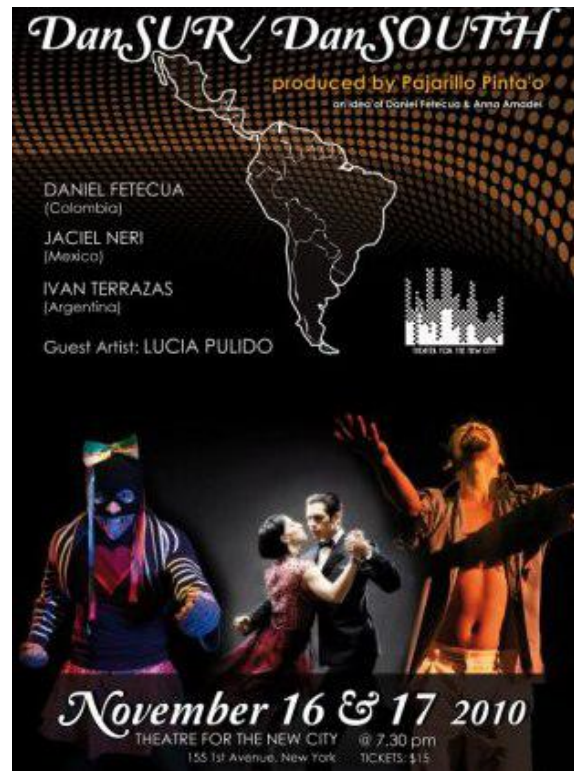
Performing Colombian Folklore with my husband's
dance Company
PAJARILLO PINTA'O



...producing

DanSUR/DanSOUTH

Tradition and new waves of Dance in Latin America



Why ELSIE MANAGEMENT at the Tanzmesse??

**representing ELSIE MANAGEMENT's
dance roster in Europe**

**assisting and representing the artists
of our roster that showcase there**

Why ELSIE MANAGEMENT at the Tanzmesse??

Meet International presenters

**seeing what the International
scene offers**

Why ME at the Tanzmesse??

I am European



I speak fluently three languages
Italian, Spanish, English

Why ME at the Tanzmesse??

I have had previous experience
In the field overseas

I am Elsie's International Artist
Representative
=
foreign contacts



Elsie's artists showcasing at the Tanzmesse

- Tanzmesse 2008

**YANIRA CASTRO's
DARK HORSE/BLACK FOREST
(Bessie Award site specific winner)**



- Tanzmesse 2010

**Brian Books'
MOTOR**



Yanira Castro/ Brian Brooks

DARK HORSE/BLACK FOREST

- Site Specific
- Dance-Theater
- Female Bathroom of the Tanzhaus
- Only 15-20 people of audience
- 40 minutes performed up to 3 times

MOTOR

- Proscenium piece
- Pure dance and movement based
- Performed in a Theater
- Installation
- 1 hour and 15 minutes

AUDIIENCE RESPONSE



YANIRA CASTRO
mostly left the audience
without words



BRIAN BROOKS
very controversial
response among the
audience



AUDIENCE RESPONSE



**US ARTISTS HAVE A
TOUGH TIME**

**To be received by the Tanzmesse
audience**



WHY??

A lot of preconcepts
over American dance

Lack of content
(meant as social and political)

Superficial

Showy

My personal perception of the Tanzmesse

Very Different from a Booking Conference

Not a Business Contest (yet)

It's in the mood and in the form
of a **FESTIVAL**
(Relaxed and Informal)

My personal perception of the Tanzmesse

Very CONTEMPORARY DANCE oriented

An EXCELLENT
Platform of “exchange”

Easy access, not expensive

DANCE/USA DELEGATION



- **SUPPORT**

Travelling subsidies for members

- **ORGANIZATION**

helps organizing travels and book hotels

- **INFORMATION**

give information and prepare you to assist in your first experience there

Get in contact with DANCE/USA let them know you go!

- Even if you decide to go on your own and just go as a visitor
- Even if you don't mean to showcase