

# BRONX/DANCE MAGAZINE

July/August 2004

[www.BronxDanceCoalition.org](http://www.BronxDanceCoalition.org)

Issue 10

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**UNDER  
CONSTRUCTION**

# Letter from the Editor

Welcome to construction land! As you can see we are undergoing construction but that doesn't stop the forward momentum. Eric Booth is building a website for the Bronx Dance Coalition that will include an electronic version of AATT's Bronx Dance Magazine. We'll be offering lots more information to the community very soon.

On another step we have seen some amazing activity from Bronx dancers and choreographers in the past couple of months. Claire Barratt has been making some incredible moves with her engagement of the Bronx dance community. She has taken her movement sculpture projects to new heights by engaging Bronx dancers like Darren Chase, Joy Dawn Williams and Pedro Jimenez, just to name a few. Keep it movin' sister. Richard Rivera continued his support by joining us for BAAD's! OUT LIKE THAT festival this past June with *Phase I (Salsa Montage)*, an exploration of salsa in contemporary dance performed by Richard and Julio Arroyo. My dance company, AATT, flowed to the groove with its annual spring dance concert featuring Bronx dancers Monica Figueroa, Ariane Garcia and 2004 BRIO winner Alethea Pace. Stephen Koplowitz visited the Bronx courthouse steps with his *Grand Step Project*, thanks to the support of *Dancing in the Streets*, an organization we should all get to know.

This summer don't miss Alice Teirstein's Young Dancemakers Company, now in their ninth season, performing throughout the month of July. I'm sure I missed lots of good stuff and if I did let us all know loud and clear through our new website being launched in late August. Have a great summer and let's get together again in September. I see dance parties in our future!

-Arthur Aviles, Editor-in-Chief

## Credits

Arthur Aviles  
Editor-in-Chief, Director of the Bronx Dance Coalition

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Assistant to the Editor

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Online Editor, Magazine Designer

Thanks to the Association of Hispanic Arts (AHA) and Melissa Ngirailemesang. We would also like to thank the volunteers for their support.

We appreciate feedback and/or additions to the magazine. If you would like to join the volunteer staff, please contact us at 718-842-5223.

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Bronx Dance Magazine and Bronx Dance Coalition are projects of Arthur Aviles Typical Theatre and operate from the Bronx Academy of Arts and Dance (BAAD!), 841 Barretto Street, Bronx, NY 10474. BAAD! was founded by dancer/choreographer Arthur Aviles with assistance from the Point CDC.

VOICES: Bronx Dance Coalition Meeting Minutes  
May 18<sup>th</sup>, 2004

Attending: Arthur Aviles, Claire Barratt, Alethea Pace and Pepper

**What does it mean to be a part of the Bronx dance community?**

Arthur: Jane Gabriels of Papatian emailed suggestion to pool resources together to connect with audience building. There are many groups in the Bronx.

Claire: Target special interest groups.

A: Offer them free or special price. Bronx has a bad stigma that keeps audiences away.

C: People really are interested though.

A: It's pity.

C: And curiosity. Mott Haven is changing. Culture trolley helps that.

Alethea: Ships people in and out.

A: It's a long-term project that gets people to know what's going on. Trolley events are free. We should take a cue from that. If we can't get the audience to pay and we want to be seen then we should pay the house. Connect with different groups and collectively search for them.

C: Here at BAAD! do you tap special interest groups?

A: No. Usually audience hears or knows of space. Advertising takes money.

Alethea: We did it for DTW performances with Latino Gay Men of NY.

A: It works.

C: There's great stuff happening here. If one person from each building on this block came we could fill the audience.

A: Doesn't work. People know we're here. With challenging works only certain amount of people will come. Need organization to pinpoint groups.

C: Event planning for certain groups. We could connect with one person who deals with 50. More manageable.

A: Need a coalition member to identify groups.

Group: Senior groups, student activities centers (Lehman, CUNY, Hostos, Fordham, Manhattan, Mount St. Vincent), schools (elementary, middle and high school), after-school programs, health organizations (Hispanic AIDS Forum, Adolescent REP).

A: Are these groups particular to the Bronx?

C: NYC is more open. You don't have to target so much. In England we organize outings.

A: Bars here not so culturally aware.

C: Blue Ox Bar

A: Good for advertising.

C: Not so much a group.

A: We could pinpoint time of performances for many groups. Then connect with BCA and advertise generally. Need consistency like Ailey in December. Don't rival downtown.

C: Good structure though. Catch 22 because supporters need something solid to support and artist need support to create something solid. Have to know what you need. Where does CBT's audience come from?

Pepper: Bronx and Manhattan. People know me. Good situation at the Point. Always about there because they know my name.

C: Must have a certain personality to sell your work.

P: Have to do a good pitch. That's the success of Ailey.

A: How do we go beyond this? It's great to be a go-getter but it's every man for himself.

P: Every CBT performance we give names to our groups. We pitch the whole community.

A: Talking about community helps but we want to reach out beyond friends and family. Focus on the Bronx and identify organizations and organization leaders. Collectively hire someone to fill houses.

C: Organized cultural programs.

Alethea: Like Cool NY.

A: Who's going to do it? Proposal to BCA to strengthen visibility, educate and mobilize.

C: Are there any other organizations doing the same thing. Talk to Melissa.

Alethea: Botanical Gardens, Bronx Zoo.

A: Probably have a department to handle group activities.

C: Bronx Tourism Council- new employee.

A: Have meeting with Janett. Maybe Tourism council could work with us.

C: In their interest more than BCA.