



How to Celebrate International Dance Day Guidelines





International Dance Day in a Nutshell

International Dance Day was initiated in 1982 by the experts of the Dance Committee of the International Theatre Institute ITI. It is celebrated annually on 29 April by Centres, Cooperating Members and Partner Organizations of ITI as well as the international dance community. Various national and international dance events are organized to mark this occasion.

One of the most important of the Celebration is the circulation of the International Dance Day Message through which at the invitation of ITI, a figure of world stature shares his or her reflections on the theme of Dance and a Culture of Peace. The first International Dance Day Message was published in 1982.

Ever since, each year on 29 April (the birthday of Jean-George Noverre, 1727-1810 the creator of modern ballet), International Dance Day has been celebrated in many and varied ways by ITI Centres - of which there are now more than 90 throughout the world. Moreover, dance venues, dance professionals, dance lovers, dance universities, academies and schools celebrate it as well.

Each year an outstanding figure in dance or a person outstanding in heart and spirit from another field is invited to share his or her reflections on dance and international harmony. What is known as the official Message is translated into a multitude of languages, read for tens of thousands of spectators before performances in venues throughout the world, and printed in hundreds of daily newspapers. Colleagues in the audio-visual field lend a fraternal hand, with more than a hundred radio and television stations transmitting the Message to listeners in all corners of the five continents. In some locations indoor and outdoor dance-flash-mobs are created as well as actions that focus on the art form dance.

Cover Photo: Moon Water by Cloud Gate, LIN Hwai-min, International Dance Day 2013 in Paris, France

Goals of International Dance Day



International Dance Day 2014 in Paris, France

The main issue of International Dance Day is to promote “dance” in all its forms to professional and people all over the world. Further goals and purposes include:

- to make people aware of the value and importance of the dance;
- to enable the dance community to promote their work on a broad scale, so that opinion leaders, government and municipal entities are aware of the value of the art form and are support it;
- to share the inspiration that a dance and a dance performance has;
- to bring the cultural diversity of dance performances to audiences;
- to open the door for the idea and benefits of mutual understanding and peace in the minds of people.

Brief History of International Dance Day



Photo credit by Cloud Gate

International Dance Day has been created through the experts of the International Dance Committee of the International Theatre Institute ITI, the world's largest organization for the Performing Arts, and was celebrated for the first time on 29 April 1982.

Ever since, each year on the 29 April (the birthday of Jean-George Noverre, 1727-1810 the creator of modern ballet), the day is celebrated all over the world.

One of the most important actions is the circulation of the International Dance Day Message through which, at the invitation of ITI, in collaboration with its Dance Committee and in partnership with the World Dance Alliance, a figure of world stature shares his or her reflections on the theme of Dance and a Culture of Peace.

The first International Dance Day Message was written in 1982. The International Dance Day Message is translated into the different languages of the world and distributed widely.

www.international-dance-day.org

International Dance Day Message Authors 1982-2024



All the (international) Message authors from the beginnings of International Dance Day in 1982 were selected by ITI, respectively by the Executive Council of ITI in collaboration with the International Dance Committee of ITI and in partnership with the World Dance Alliance. The aspects that are considered by ITI in selecting a Message authors are diversity of regions, gender, professions and countries. In exceptional cases an outstanding figure that was not part of the dance community but had a great interest in dance were asked to write the Message. The Message authors that were selected so far, all of them played an important role either in their country or worldwide.

Some Centres of ITI also select a local Message author and celebrate International Dance Day in reading the Message of both.



International Dance Day

Message Authors 1982-2024

List of the Message authors from 1982 to 2024

- 2024 Marianela NÚÑEZ, Argentina
2023 YANG Liping, China
2022 KANG Suejin, South Korea
2021 Friedemann VOGEL, Germany
2020 Gregory MAQOMA, South Africa
2019 Karima MANSOUR, Egypt
2018 Salia SANOU, Burkina Faso
2018 Georgette GEBARA, Lebanon
2018 Willy TSAO, Hong Kong, China
2018 Ohad NAHARIN, Israel
2018 Marianela BOAN, Cuba
2017 Trisha BROWN, USA
2016 Lemi PONIFASIO, Samoa and New Zealand
2015 Israel GALVAN, Spain
2014 Mourad MERZOUKI, France
2013 LIN Hwai-min, Chinese Taipei
2012 Sidi Larbi CHERKAOUI, Belgium
2011 Anne Teresa DE KEERSMAEKER, Belgium
2010 Julio BOCCA, Argentina
2009 Akram KHAN, United Kingdom
2008 Gladys AGULHAS, South Africa
2007 Sasha WALTZ, Germany
2006 King Norodom SIHAMONI, Cambodia
2005 Miyako YOSHIDA, Japan
2004 Stephen PAGE, Australia
2003 Mats EK, Sweden
2002 Katherine DUNHAM, USA
2001 William FORSYTHE, USA
2000 Alicia ALONSO, Cuba
2000 Jiri KYLIÁN, Russia
2000 Cyrielle LESUEUR, France
1999 Mahmoud REDA, Egypt
1998 Kazuo OHNO, Japan
1997 Maurice BEJART, France
1996 Maya PLISSETSKAYA, Russia
1995 Murray LOUIS, USA
1994 Dai AILIAN, China and Trinidad
1993 Maguy MARIN, France
1992 Germaine ACOGNY, Benin and Senegal
1991 Hans VAN MANEN, The Netherlands
1990 Merce CUNNINGHAM, USA
1989 Doris LAINE, Finland
1988 Robin HOWARD, United Kingdom
1987 Dance Committee Board
1986 Chetna JALAN, India
1985 Robert JOFFREY, USA
1984 Yuri GRIGOROVITCH, Russia
1983 No message issued
1982 Henrik NEUBAUER, Slovenia

Who Can Celebrate International Dance Day?



The International Dance Committee of ITI, the Centres and Cooperating Members as well as the World Dance Alliance and other Partner Organizations of ITI are the driving force behind the celebration of International Dance Day in their country or region.

But a Celebration on International Dance Day (29 April) or around this date can be organized and promoted by anyone and everyone who estimates the art form dance and is caring for dance and a world with mutual understanding, a world in peace.

For instance:

- Centres of ITI
- Cooperating Members of ITI
- Partner Organizations of ITI
- Dance and Performing Arts Venues
- Festivals
- Dance and Performing Arts Associations
- Dance groups
- Dance lovers / Dance aficionados
- Dance Institutions
- Ministries of Culture or other government entities
- Dance and Performing Arts universities, academies or any educational theatre institution
- Schools (primary, secondary, colleges, etc.)
- Prisons
- Individuals
- Etc.

ITI recommends that individuals or institutions who want to celebrate a International Dance Day to coordinate it with the ITI Centre or Cooperating Member in their country or region. The list of the Centres and Co`operating Members can be found in the directory online at www.iti-worldwide.org/centes.html
www.iti-worldwide.org/cooperatingmembers.html.

Promoting the Message with a Special Event



Alicia ALONSO, International Dance Day 2018 in Havana, Cuba

The types of events organized around International Dance Day are as numerous as there are ideas. Here is a short list of the major ones:

- Special Dance Award Ceremony
- Charity Performances for organisations, people or specific issues connected with dance
- Fundraising for a Special Dance Project with a gala, ball, dinner, etc
- Open Doors for Dance or Performing Arts Universities, Academies or Schools
- Free Tickets during International Dance Day to selected performances
- Conferences, special performances, symposia, colloquia and round tables, discussions
- Meetings with the Message author, meetings with local dancers and choreographers
- Street Dance Event, Dance Flash-Mob
- Demonstration/Procession for dance
- Flash mob on International Dance Day
- Competition for school children with dance performances with the theme of International Dance Day ending with performances for children played by children

Promoting the International Dance Day Message by Reading it



Mourad MERZOUKI, International Dance Day 2014 in Paris, France

Reading the Message in Venues

To read the Message in a theatre or any venue can be done in different ways such as:

- In front of the curtain or just on stage before the performance begins. dancer or choreographer reads the Message to the audience.
- In the lobby, before the performance or in the intermission, a dancer or choreographer reads the Message to an assembled audience.
- In the audience, done by the Message author or by a dancer or choreographer, before the performance.
- At a separate time in the venue with discussions, round tables, etc.

Reading the Message in Universities, Academy and Schools

- Often the Message is read in schools (any level), read by the pupil or the teacher or even by an invited dance person, with discussion afterwards.

Promoting the International Dance Day Message by Reading it



Siao Rong-Linear by Taiwan Focus Dance Company, International Dance Day 2019 in Seoul, South Korea

Reading the Message in Prisons

- Similarly, the theme of the Message of International Dance Day can be read by prisoners and may even led to performances created by prisoners.

Reading of the Message in a Community

- Any group or any community can select the Message to be read in a small to large group with ensuing discussions.

Reading the Message on Radio

- In many locations a dancer, choreographer, dance educator or another dance aficionado reads the Message in Radio and thus may inspire a large audience through this.

Promoting the International Dance Day Message by Printing and Distributing it



Promoting the Message by Distributing Leaflets

In some countries the Message is printed in leaflets that are distributed. This may happen;

- In a venue where the leaflets are handed out at the entrance, place on seats, etc.
- in a public place (preferably near the dance venue) where the leaflets are distributed to passer-by's
- in a train station (may need legal permission) where the people are waiting for their train
- in parks, even with a dancer in costume who is reading the Message to the people, leaflets can be distributed.

Promoting the Message in Newspapers, Periodicals, Magazines, etc.

- Additionally, to distributing leaflets with the Message and the biography of the Message author, the Message can be sent to newspapers and magazines for publication. This has to be coordinated with the General Secretariat, as soon as the Message is available in the original language and in the language required by the newspaper or magazine.

Promoting the International Dance Day Message by Printing and Distributing it



International Theatre Institute

Promoting the Message on Posters

A way of promoting the Message can be to put it on a poster and put on prominent locations throughout a city or even in a venue, in front of the venue, in a university or even in the building of the Ministry of Culture or other governmental agencies.

Promoting All Existing Messages in a Book

Sometimes the latest Message is printed together with all previous Messages in a book form and released on International Dance Day. This has already been the case in English, French and Croatian, among others. If you would like to have all the Messages, that are available in English and French, please write to idd@iti-worldwide.org.

You may create occasions for such a publication yourself, or for instance choose an anniversary such as the 40th Anniversary of International Dance Day on 29 April 2022.

Promoting the Message with a Video and Putting it on YouTube



Dance College of Shanghai Theatre Academy, International Theatre Institute 2017 in Shanghai, China

Promoting the Message with the Author Reading it on Video

A video of the Message Author reading his/her Message on YouTube has been a successful way to promote the Message. Possible is that the Message Author reads the Message in front of a camera or the Message Author is reading the Message without being seen and the Message is illustrated by presenting his work.

In 2012, Sidi Larbi Cherkaoui made a video that had over 30 000 hits on YouTube (beginning 2013).

To have the author read his/her Message on video that can be uploaded on YouTube and different websites is ideal. Usually this is done through an agreement between the author and the General Secretariat of ITI and the produced video is made available for use all over the world.

Promoting the Message with an Dancer, Choreographer or Dance Educator Reading it on Video

Sometimes it is not possible to have the author read his/her Message. In this case, ITI asks its Centres, Cooperating Members and friends to select a personality, well known in a region or a country, to read the translated Message in his/her language and to send the video to the General Secretariat for post-production and publishing on the ITI websites and YouTube. More information: idd@iti-worldwide.org.

Promoting the Message via Radio, TV, Press and Internet



Dahomeñó by Folklorico Nacional de Cuba, International Dance Day 2018 in Havana, Cuba

ITI Centres, Cooperating Members and friends are encouraged to send the International Dance Day Message to news media of any kind. The authors are in general willing to give interviews. If there is an interest of radio, TV, Press or Internet agency to interview the Message author, please get in touch with the General Secretariat over idd@iti-worldwide.org.

It is appreciated if you are posting the Message with biography and pictures on your website or send it to sources that may post it on their website.

Event Map of International Dance Day

The General Secretariat of ITI has created an event map. If you are holding an event, please send your information to idd@iti-worldwide.org so that it can be put on the global map for International Dance Day:
www.international-dance-day.org/worldwideevents.html

Note, that the Message is available in in different languages. To find out which languages are available please check www.international-dance-day.org

Promoting the Message via Social Media and Blogs



Feel free to promote your actions in relation to International Dance Day on Social Media such as Facebook, Twitter, Instagram, etc. You also may participate in International Dance Day blogs that individuals and organizations have created on the issue of International Dance Day.

International Dance Day on Facebook

To show other what is happening on International Dance Day elsewhere you may connect yourself on the Facebook page that the General Secretariat of ITI has created. <https://www.facebook.com/internationaldanceday/>

Promoting the Message in a Way that is Appropriate to Your Ideas



International Dance Day 2010 in Paris, France

Your Creativity is encouraged. Many ideas can be developed for the celebration of International Dance Day. There are already blogs that you can find on internet.

Please send us your ideas and your kind of event that you organize, and also where and when you celebrate the day, so that we can put it on the Celebration Map on our website.

Translating the Message



Shantala Shivalingappa at International Dance Day 2017 in Shanghai, China

Due to the multitude of languages that exist all over the world, and because the Message should be understood by the people in a country or region, the Message of International Dance Day is always translated into the country's language or languages and the same goes for the short biography of the author.

The translation serves for promoting the Message locally. It generally is used by the Centre or a dance community for their audience.

If you would like to translate the message into your language, please contact the ITI Centre of your country. You will find the information about your Country's Centre on the ITI website: www.iti-worldwide.org/centres.html. You also may contact the General Secretariat of ITI idd@iti-worldwide.org, to find out if there is already a translation being prepared.

If there is no ITI Centre in your country feel free to translate the message and send your translation to idd@iti-worldwide.org.

Please mention at the end of the message the name of the translator. After receiving it, it will be put on the ITI and International Dance Day websites for further use.

Copyright Issues



Red by Shanghai Theatre Academy, International Dance Day 2016 in Paris, France

Copyright of the Original Message

The copyright of the original Message belongs to the author and ITI. The Message is made available for print or distribution free of payment and royalty.

Copyright of a Translation of the Message

The copyright of the translation belongs to the author, the translator and ITI. By sending a translation to ITI for publication on the ITI websites www.international-dance-day.org and www.iti-worldwide.org the copyright owners give their translation royalty-free for any publication, but the name of the translator should always be mentioned.

Copyright of the Photos

The copyright of the photo or photos that are sent out by ITI, together with the Message belong to the photographer and is given royalty free for publications alongside the Message and biography. The name of the photographer or copyright owner should always appear together with the photo.

Celebrating Theatre on World Theatre Day – 27 March



World Theatre Day 2019 in Rome, Italy

The International Theatre Institute ITI created World Theatre Day

It is celebrated since 1962 on 27 March all over the world.

More information: www.world-theatre-day.org

What is the International Theatre Institute ITI?

The International theatre Institute ITI was created by UNESCO with the assistance of international theatre and dance experts, in 1948. Since then, ITI has developed into the world's largest organization for the performing arts with a raising number of more than 90 Centres and cooperating members all over the world. The goals are artistic, educational and humanistic.

ITI works on an international level with project groups that concentrate on Theatre. Dance. Music Theatre, Playwriting, Monodrama, Festivals, Publications Theatre Education, and uses theatre for the development in conflict zones, in issues of migrations, cultural identity and diversity, cultural heritage, community work and emerging artists.

The Secretariat of ITI is based at the headquarters of UNESCO in Paris and in Shanghai.

ITI is partnering with other international organizations dealing with theatre, dance, research, etc. Together with UNESCO, ITI has created the ITI/UNESCO Network for Higher Education in the Performing Arts.

For more information about ITI, please visit: www.iti-worldwide.org

For more information about International Dance Day: www.international-dance-day.org

For more information about the ITI/UNESCO Network: www.iti-unesco-network.org

If you have any questions, need a logo, text or photo, please write to:

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