



# How to Celebrate World Theatre Day & International Dance Day Guidelines





# Goals & History of the Days

## Goals of World Theatre Day and International Dance Day

For both days the goals are:

- to promote the art form – dance or theatre - to the world
- to make people aware of the value of the art form
- to enable the theatre or dance community to promote their work on a broad scale, so that opinion leaders in the government and the political sphere are aware of the value of the art form and support it
- to enjoy the art form - dance or theatre - all over the world
- to share joy with others.

## History of World Theatre Day

World Theatre Day was created by the International Theatre Institute ITI, the world's largest organization for the Performing Arts, and was celebrated for the first time on 27 March 1962. Ever since, each year on the 27 March (date of the opening of the 1962 "Theatre of Nations" season in Paris), the day is celebrated all over the world. One of the most important actions is the circulation of the World Theatre Day International Message through which, at the invitation of ITI, a figure of world stature shares his or her reflections on the theme of Theatre and a Culture of Peace. The first World Theatre Day International Message was written by Jean Cocteau. The World Theatre Day Message is translated into the different languages of the world and distributed widely.

More info: [www.world-theatre-day.org](http://www.world-theatre-day.org)

## History of International Dance Day

In 1982 the Dance Committee of ITI founded International Dance Day to be celebrated every year on 29 April, anniversary of Jean-Georges Noverre (1727-1810), the creator of modern ballet. The intention of the International Dance Day Message is to celebrate Dance, to revel in the universality of this art form, to cross all political, cultural and ethnic barriers and to bring people together with a common language – Dance. Every year a message from an outstanding choreographer or dancer is circulated throughout the world. The message writer is selected by the International Theatre Institute ITI on a proposal of the Dance Committee and sent out to be translated into the different languages of the world and distributed widely.

More info: [www.international-dance-day.org](http://www.international-dance-day.org)

# Who Can Celebrate?

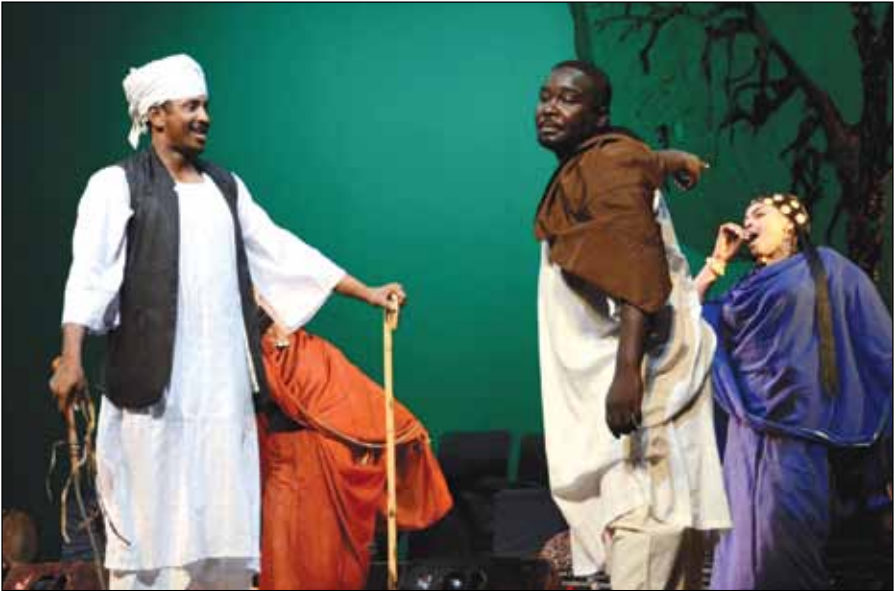


## Celebrations Open to Everyone

The main pillars of ITI – the ITI Centres and Cooperating Members – are the driving force behind the celebration of **World Theatre Day** and **International Dance Day** in their country or region. A celebration on the day itself or around it can be organized and promoted by anyone and everyone. Theatres, theatre and dance institutions, performing arts universities, government institutions, ministries of cultures, theatre and dance makers and theatre and dance lovers all over the world are invited to celebrate one or both days.

ITI recommends that individuals or institutions who want to celebrate a day coordinate it with the ITI Centre or Cooperating Member in their country or region. The list of member addresses can be found in the directory online at [www.iti-worldwide.org](http://www.iti-worldwide.org).

# Translation of the Message



## Translation of the Message

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 Theatre Day and Dance Day is always translated into the country's language or languages and the same goes for the short biography of the author.

The translations are sent to the General Secretariat of ITI for publication on the website **[www.world-theatre-day.org](http://www.world-theatre-day.org)** or **[www.international-dance-day.org](http://www.international-dance-day.org)** as soon as the message is publicly released, so that they can be used by all.

# Promotion of the Message Video / YouTube



## **The Message Author Reads the Message**

A video of the Message Author reading his/her Message on YouTube has been a successful way to promote the message. 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.

## **Prominent Theatre/Dance Personalities Read the Message**

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: [info@iti-worldwide.org](mailto:info@iti-worldwide.org).

# Promotion of the Message on Stage



## Reading the Message

In some countries the message is read on the day itself before the show begins: for **World Theatre Day** before performances on 27 March, and for **International Dance Day** before performances on 29 April. The message can also be read before/after the intermission or in the lobby of a theatre or dance venue. Parallel to this, leaflets with the message and the biography of the author can be placed on the seats or distributed at the ticket office or at the entrance of the theatre or dance venue.

# Promotion of the Message in Print



## Publishing of the Message in Print Media

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.

## Books and Posters

Sometimes the latest message is printed together with all previous messages in a book form and released on World Theatre Day or International Dance Day. This has already been the case in English, Bangla (Bengali), Arabic and Kannada (India), among others. If you would like to have all the messages, they are available on [www.world-theatre-day.org](http://www.world-theatre-day.org) and [www.international-dance-day.org](http://www.international-dance-day.org), in English and French.

A way of promoting the message can be a poster with a photo or photos of the author and his/her message.

For more languages and more info: [info@iti-worldwide.org](mailto:info@iti-worldwide.org)

# Promotion of the Message via Radio, TV, Press, Internet

The screenshot displays the website for International Dance Day 2014. At the top, it features the title "International Dance Day" and the subtitle "International Theatre Institute ITI – World Organization for the Performing Arts". The logo of ITI is on the left, and there are two images of dancers. Below the header is a navigation menu with "International Dance Day", "Message/Event", "Who are we?", and "Contacts". The main content area is titled "International Dance Day 2014, 29th April" and contains the text: "We are happy to announce that the International Dance Day message author 2014 is the french choreographer and dancer Houdad Merzouki". There is a video player showing a performance, a photo of Houdad Merzouki, and a caption "© Michel Cavalie".

## Promotion of the Message via Radio, TV, Press and Internet

ITI Centres, Cooperating Members and friends are asked to send the World Theatre Day and International Dance Day messages to the news media. If the author is available, he or she should give interviews. This can also be done through video conference with a TV station or over the phone with a radio station. If possible, the General Secretariat of ITI liaises between the author and the media.

Theatre and dance venues and organizations should post the messages on their website.

The text of the message is available in different languages on [www.world-theatre-day.org](http://www.world-theatre-day.org) or [www.international-dance-day.org](http://www.international-dance-day.org).



# Promotion of the Message with a Special Event



## **Special Events, Conferences, Charity Performances, etc.**

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

- Special Theatre or Dance Award Ceremonies
- Charity Performances for organizations, people or specific issues connected with theatre or dance
- Fundraising for a Special Project with a gala, ball, dinner, etc.
- Open doors for Theatre or Dance Schools
- Free Tickets during World Theatre Day or International Dance Day to selected performances
- Conferences, special performances, symposia, colloquia and round tables
- Meetings with dancers/choreographers or actors/actresses
- Street Theatre Festivals or Street Dance Festivals
- Demonstration/procession for theatre or dance
- A flash mob<sup>1</sup> on the appropriate day

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<sup>1</sup>A flash mob (or flashmob) is a group of people who assemble suddenly in a public place, perform an unusual and seemingly pointless act for a brief time, then quickly disperse, often for the purposes of entertainment, satire, and artistic expression.

# Promote the Day with Your Own Ideas



## Your Creativity is Encouraged

Many ideas can be developed for the celebration of World Theatre Day or International Dance Day. There are already blogs that you can find on the internet. For example, in Cuba, International Dance Day is part of the culture and can even be found referenced in Tourist Guides. There can also be special stamps for one of the days.

So your creativity is encouraged! Please do send us your ideas and your kind of event, and also where and when you celebrate the day, so that we can put it on the Celebration Map on our websites.

Send information to: [info@iti-worldwide.org](mailto:info@iti-worldwide.org)

# Copyright Issues



## Copyright of the Original Message

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

## Copyright of a Translation of the Message

The copyright of the translation belongs to the author, the translator and ITI. By sending your translation to ITI for publication on the ITI websites [www.world-theatre-day.org](http://www.world-theatre-day.org) or [www.international-dance-day.org](http://www.international-dance-day.org), the copyright owners give their translation royalty-free for any publication, but the name of the translator should always be mentioned.

## Copyright of Photos

The copyright of the photo that is sent out by ITI, together with the message, belongs to the photographer and is given for free for publication alongside the message and the biography. The name of the photographer should always appear together with the photo.

# What is the International Theatre Institute ITI



## **The International Theatre Institute ITI**

The International Theatre Institute ITI was created by theatre and dance experts, with the assistance of UNESCO, in 1948. It has developed into the largest organization for the performing arts with over 100 Centres and Cooperating all over the world. The goals of the ITI are artistic, humanistic and educational. It works on an international level with project groups that concentrate on Theatre, Dance, Music Theatre, Playwriting, Monodrama, Festivals, Publications, Theatre Education and Training, Artists Rights and uses theatre and dance for development and in zones of conflict. ITI's Secretariat is based at UNESCO's Headquarters in Paris and UNESCO's Partner Organization for the Performing Arts.

For any questions about ITI please visit the website: [www.iti-worldwide.org](http://www.iti-worldwide.org)

For World Theatre Day: [www.world-theatre-day.org](http://www.world-theatre-day.org)

For International Dance Day: [www.international-dance-day.org](http://www.international-dance-day.org)

if you have any questions, need a logo or a photo, write to: [info@iti-worldwide.org](mailto:info@iti-worldwide.org)

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