International Dance Day 2021

Event Report

29 April 2021
Online Celebration

www.international-dance-day.org
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International Dance Day 2021 Message Author, Friedemann VOGEL

International Dance Day 2021 Message

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Introduction

International Dance Day IDD, an artistic day created by ITI and the Dance Committee of ITI, is to celebrate dance and to revel the universality of this art form. Under current circumstances, when the world is still affected by isolation and lockdown, ITI wishes to use dance and the occasion of IDD to bring people together, enhance exchange and build solidarity.

After the success of organizing the 2020 International Dance Day celebration online, the General Secretariat of ITI decided to celebrate International Dance Day 2021 in the same way. An open call for dance videos was sent out in March, inviting ITI Members and friends to participate in the event by submitting different kinds of dance videos.

The Online Celebration went live on Thursday 29 April 2021, at 14h00 Paris Time, on the International Dance Day website www.international-dance-day.org. The main celebration contains a 4-hour video of dance performances from ITI Centres, the ITI Dance Committee, and the World Dance Alliance (ITI Partner organization). Important figures from the global dance community, including World Dance Ambassadors and previous International Dance Day Message Authors were also invited to share their thoughts on dance, through speeches and exhibitions, during the main celebration.

This year, the well-known ballet dancer Friedemann Vogel of Germany, principal dancer of the Stuttgart Ballet, has written the Message for International Dance Day 2021. His powerful message was translated into 13 different languages and shared to the world.

As Friedemann Vogel mentioned in his message: “(dancers) are sustained even more by our mental strength. This unique combination of physical and psychological agility that will help us overcome, to reinvent ourselves to keep dancing, and to keep inspiring.”

As one of the oldest forms of human expression, dance can be a cure for the pains of the world. ITI thanks all the participants of the IDD 2021 Online Celebration for showing us an event of creativity, diversity, and resilience.

Event Organizer
International Theatre Institute ITI worldwide

Patronage
UNESCO

To watching the event sessions, video performances, and so on, just click on the sign.
Welcome Address by Tobias BIANCONE
Director General of ITI

I warmly welcome you to the Celebration of International Dance Day 2021, created by ITI and the Dance Committee of ITI in 1982.

Most often, when watching a dance performance, I am reminded of freedom; freedom of movement, freedom initiated of imagination, and the freedom of expression as demonstrated through the skilled bodies of the dancers.

Being inspired through this freedom of a dance performance is something that I have missed during the current pandemic. Even more, because the pandemic itself is limiting our freedom to move, our freedom to meet and our freedom to dance together.

This why it is crucially important that we celebrate International Dance Day on 29 April together; If we, you and me, all of us, want to make sure that after the pandemic, dance thrives, reaches even more people, in even more locations, we need to be united for the cause and raise our voice - and we, need to support it together, and even dance for it, together.

With Friedemann Vogel, the message author for International Dance Day 2021, we have selected an outstanding ballet dancer to be a global ambassador for dance. In his message, he reflects on a dancer’s role as part of the resilience of dance after the pandemic. As he says, dance; “…is this unique combination of physical and psychological agility that will help us overcome, to reinvent ourselves to keep dancing and to keep inspiring”.

With this quote, I invite you to read his message. I invite you to support dance within your sphere of influence. I invite you to enjoy the sense of freedom that dance offers, now and in the future.

Tobias BIANCONE

To watch the Welcome Address by Tobias Biancone, please click here:
https://www.international-dance-day.org/videos/idd2021/02_TobiasBiancone.mp4
Today, April 29, International Dance Day, the International Dance Committee wants to celebrate our world dance festival with all of you.

What comes to mind on a day like today, is something my dear friend and mentor Alicia Alonso said, when somebody asked What dance meant to her?

She answered, by asking if her inquisitor could imagine a world without colours, with everything in black and white – and to ponder how monotonous life in these circumstances would be. She went on to say “For me, dance is the colour of life” – and it is this spirit which I hope International Dance Day will continue to convey.

We have lived a complicated year, a year of struggle and suffering. But finally, I am convinced that soon the sun will rise, and the colours of the rainbow will illuminate our futures; that we will have the possibility of building a better world than the one we left behind.

That is why today I wish you all a Happy International Dance Day!

To watch the Speech by Alberto GARCÍA CASTAÑO, President of International Dance Committee of ITI, please click here: https://www.international-dance-day.org/videos/idd2021/03_AlbertoGARCIA_CASTANO.mp4
Dear dance colleagues, balletomanes and all friends of our unique ballet art!

It is definitely great to see how our idea from more than 40 years ago has spread all over the world, and continues to flourish each year.

When in Varna in Bulgaria, at a Dance Committee meeting in 1980, I had proposed to devote one day each year to dance, all the members of the committee with its president at that time, Jury Grigorovitch, supported it with great enthusiasm. Our Hungarian friend proposed the 29th April, the date of birth of the great ballet reformer Jean-Georges Noverre. Forty years ago, there were only a few days of the year that were dedicated to some event, while nowadays, already each calendar day is filled with some remembrance.

But that was only the beginning. A great effort was needed to convince the Executive Committee, especially at the Madrid Congress the following year, in 1981. The first reaction was negative, but at the end we received the permission to celebrate it in our respective countries, and it has proved worth fighting for this day. It is my privilege to tell you how happy I am that, from at first eight countries who celebrated it in 1982, this day is now recognised and established throughout the entire international dance community.

The first message was written in 1982, and up to now we had 40 messages written by prominent dance personalities, such as Yuri Grigorovitch, Robert Joffrey, Merce Cunningham, Hans van Manen, Maja Plissetskaya, Maurice Béjart, Alicia Alonso, Jiří Kylián, and many many others.

But dance, of course, is not a one-day happening; we are dancing throughout the whole year. As it is nicely said at an internet dance platform in our country: Each day without dance is a lost day! Therefore, we should be aware that dance helps us also to overcome our current circumstances, which represent limits in our life. Dance is and will remain one of the best medical remedies.

I am sure that the day will come, when dance will again manage to shine in all its splendour and in all its diversities, as one of the oldest arts of the human being.

To watch the Speech by Henrik NEUBAUER, please click here:
https://www.international-dance-day.org/videos/idd2021/29_HenrikNeubauer.mp4
International Dance Day 2021 Message Author

“A world star who never lost the ground beneath his feet” was how Tanz Magazine described Friedemann Vogel when they elected him “Dancer of the Year” for the second time in 2019. The following year, the prestigious German Dance Prize honoured the Stuttgart Ballet principal dancer with the “Outstanding Performer” award, in recognition of his longstanding and illustrious international career.

Considering how he wanted to become a dancer for as long as he can remember, it is perhaps no surprise that the first full-length documentary on him is entitled “Friedemann Vogel – Incarnation of Dance”. For over 20 years, the multi-award-winning artist has performed on revered stages across the globe, from la Scala in Milan to the Bolshoi Theatre in Moscow to the World Ballet Festival in Tokyo, winning over critics and audiences alike. Celebrated as much for his deeply moving portrayals in dramatic ballets as for his electrifying performances in more contemporary works, Friedemann holds the national title of “Kammertänzer” – the highest distinction for a dancer in Germany.

For more info: friedemannvogel.com
International Dance Day 2021 Message

Everything starts with movement – an instinct we all have – and dance is movement refined to communicate. Much as flawless technique is important and impressive, it is ultimately what the dancer expresses inside the movement that is the essence.

As dancers, we are constantly on the move, aspiring to create these unforgettable moments. Regardless of the dance genre, it’s what every dancer strives to achieve. So, when all of a sudden, we aren’t allowed to perform anymore, with theatres closed and festivals cancelled, our worlds come to a standstill. No physical contact. No shows. No audiences. Never in recent history has the dance community been so collectively challenged to stay motivated, to find our raison d’être.

Yet, it is precisely when something precious has been taken away from us that we truly appreciate how vital it is what we do, and how much dance means to society at large. Dancers are often celebrated for their physical prowess, when in fact we are sustained even more by our mental strength. I believe it is this unique combination of physical and psychological agility that will help us overcome, to reinvent ourselves to keep dancing, and to keep inspiring.

To watch the Message Video from Friedemann VOGEL, please click here: https://www.international-dance-day.org/videos/idd2021/04_IDD2021Message_Friedemann_Vogel.mp4

To read the message in other languages, please click here: https://world-theatre-day.org/messageauthor.html
Online Celebration Programme

International Dance Day 2021
Online Celebration

Thursday, 29 April
PROGRAMME (Subject to change)
Duration: 4h

Celebration 14h00–18h00 Paris, France (GMT+2)

Opening

Presentation of International Dance Day
Introduction by Tobias BIANDONE, Director-General of ITI
Speech by Alberto GARCÍA CASTAÑO, President of International Dance Committee of ITI
International Dance Day 2021 Message read and performed by Friedemann VOGEL

From ITI Members
(in alphabetic order)

UK Centre of ITI
US Centre of ITI
International Dance Committee of ITI (Alberta Ballet, Canada)

Special Projects
Gloria, Magpie Dance, UK
In Remembrance of David Fumahtha
Gladys AGULHAS, South Africa
Beyond
Alfred University NY, USA and Marianela BOJÁN, Cuba
Lethe—A Solo Dance about Body and Time
Andronachi Dimitriadou LINDAHL, Cyprus
Al Tariq (The Way), Georgette GEBARA, Lebanon
Llorana, Tamara ROJO, Spain
The Thread, Russell MALIPHANT & VANGELIS

Performance Videos

Friedemann VOGEL, Germany

Check the documentary film about the Message Author:
Friedemann Vogel: Incarnation of Dance at www.international-dance-day.org (available for 24h ONLY from 29 April, 18h00 Paris time).

Closing

Speech by Henrik NEUBAUER,
First International Dance Day Message Author (1982)

Presentation of International Theatre Institute ITI

Watch the International Dance Day 2021 Online Celebration videos at:
www.international-dance-day.org
Main Celebration

The Online Celebration of International Dance Day 2021 took place on Thursday 29 April 2021 at 14h00 Paris Time.

The main celebration contains a video of dance performances from ITI Centres and other members. Important figures from the global dance community, including the International Dance Day Message Authors of previous years, were also invited to share their thoughts on dance.

ITI Centres and Cooperating Members, prominent figures of the global dance communities and dance companies contributed more than three-hours of beautiful dance performance videos to this online celebration. These performances, from different continents of the world, take the form of classic and contemporary dance, in solo, pas de deux, and group, on a stage or on any space. All of them combined together, are an excellent expression of the cultural diversity and the resilience of human beings when facing difficulties. Let us heed the calls of the International Dance Day introduction videos, and dance together in all corners of the world to create light in the dark.

International Dance Day 2021 Online Celebration
14h00 Paris, France (GMT+1)
12h00 - 13h30 Paris, France (GMT+1)

To watch the Online Celebration, please click here: https://www.international-dance-day.org/mainevent.html
Dance Performance Videos from ITI Centres and Members
In alphabetical order

To watch all the performance videos from ITI Centres and Members, click here:
https://www.international-dance-day.org/idd21performances.html
To watch the individual performances from ITI Centres and Members, please click on the thumbnail.

Compilation video of Chinese dance repertoire
by Chinese Centre of ITI and China Dancers Association

Four samples of Chinese dance ruminating on the passing of time, the vivacity of nature, and the spiritual
hold the changing of the seasons have on us as humans, from ancient times to the present day.

- **Rite of Spring**, by Yang Liping, Peacock Contemporary Dance Company, China
- **The Twelve Souls of Time**, Beijing Modern Dance Company, China
- **Offering**, directed by Gao Yanjinzi, produced by Cheng Qingsong, Wang Sha,
  Beijing Modern Dance Company, China
- **Blooming of Time**, choreographed and directed by Gao Yanjinzi,
  Beijing Modern Dance Company, China

Compilation video of Colombian dance repertoire

An excerpt from the play *Flowers for Kazuo Ohno (and Leonard Cohen)*, by Marie France
Delieuvin, Álvaro Restrepo, Ricardo Bustamante, Compañía del Cuerpo de Indias, Colombia

- **La Ciudad de Los Otros**, Sankofa Danzafro, Colombia
- **La mirada del avestruz**, choreographed and directed by Tino Fernández,
  L’Explose Danza, Colombia
- **Más muertos que vivos**, Danfroc Corporación Cultural, Colombia

Galá de Ballet Virtual

- **Carnaval de Venecia**, Edgardo Trabalón, Karina Olmedo
- **Almario**, choreographed by Alejandra García, Sibila – Alejandra García
- **Homenaje a la Milonga**, choreographed and directed by Daniel Suárez,
  Alejandra Armenti, Corporación Tango
- **En cualquier tiempo que sea**, choreographed and directed by Glenda Casaretto
  – Fernando Muñoz, Compañía Federal de Danzas
Dance Performance Videos from ITI Centres and Members
In alphabetical order

To watch all the performance videos from ITI Centres and Members, click here:
https://www.international-dance-day.org/idd21performances.html
To watch the individual performances from ITI Centres and Members, please click on the thumbnail.

Compilation video of Contemporary Dance during the Pandemic
By Art Organization Škvadra

_U bazenu po doma (The pool at home)_ 29 April 2020
Short video from Škvadra, inspired by materials from their cancelled performance “The Pool”, made at home quarantine to inspire those in lockdown.

_Punopravno (Full right)_ 19 September 2020
Artists in Croatia are often pushed into the margins and forced to find their own work spaces; this dance intervention attempts to highlight these issues.

_Bazen (The pool)_ 11 September 2020
Inspired by a “homeless” skate culture and ever diminishing cultural communal resources in Zagreb, Škvadra dedicates this creative process to the urban artists of the city.

_Pierottijeva 11 (Pierottie’s 11)_ September 2020
This short film was made as an extension of Škvadra’s interest in the lack of working space for artists in Zagreb.

_Let it šou (Let it show)_ 25 December 2020
A Christmas card from Škvadra made for an online programme of the Dance Week Festival 2020. Co-produced with the Croatian Institute for Movement and Dance.

_Cuban National Ballet_

El lago de los Cisnes
Performed by Anette Delgado and Dani Hernandez

A pas de deux performance from Swan Lake, Act III, by the Cuban National Ballet

Compilation video of Contemporary Cyprus Dance
by Echo Arts
Direction & Choreography: Arianna Economou

A compilation video featuring some of the best of Cypriot dance and dance culture.

_Endless-ness_
Performer: Photis Nicolaou
Visual Artist: Horst Weierstall
An example of contemporary Cypriot dance culture.

_Sketching a Dance / The World of Cyprus with Women (Trailer)_
The choreographic research draws inspiration from the sketch “The World of Women” by painter Adamantios Diamantis (1900 – 1994), and is intended to be an expression of female empowerment.
Dance Performance Videos from ITI Centres and Members

In alphabetical order

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To watch the individual performances from ITI Centres and Members, please click on the thumbnail.

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**Estonian Centre of ITI**

Eden Detail
Premiere: Kanuti Gildi Saal, 1 February 2021
Choreography, Concept, and Dramaturgy: Jette Loona Hermanis, Johhan Rosenberg

Eden Detail is a performatve fable – an archeology of the subconsciousness, exploring post-colonialism, the environment, and the world we now find ourselves in.

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**French Centre of ITI**

No Land Tomorrow?
by Faizal Zeghoudi

No Land Tomorrow? is an artistic manifesto to honor refugees forced to leave their homeland because of war or misery. The dance represents three parts of their journey: war, crossing the sea, and a new land.

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**Georgian Centre of ITI**

An excerpt from the play *Epiphany* - Revelation
by Natia Chikvaidze


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**Korea Republic Centre of ITI**

Compilation video by Korean National Ballet
Presented by Kang Suejin, Artistic Director of Korean National Ballet

A compilation video featuring some of the best Korean Ballet Highlights.

*Amadeus Concerto* Song Jungbin
*Go your own way* Shin Seungwon
*Ogando* Park Nari
*Almond* Kim Nayeon
*Quartet of the Soul* Park Seulki
*Seasons; Spring* Lee Youngcheol
*Into the Pulse* Kang Hyohyung
*Giselle* Patrice Bart
*Le Corsaire* Song Jungbin
*Sleeping Beauty* Márcia Haydée
*Heo Nanseolheon* Kang Hyohyung
Dance Performance Videos from ITI Centres and Members

In alphabetical order

To watch all the performance videos from ITI Centres and Members, click here:
https://www.international-dance-day.org/idd21performances.html
To watch the individual performances from ITI Centres and Members, please click on the thumbnail.

Mongolian Dance Performance Video
Presented by Ulaanbaatar Ensemble Dance Group
A dance ensemble representative of the vast and varied Mongol peoples and cultures, encompassing traditions from the Gobi, the mountains and the steppe.

Compilation video of dance performances
Presented by Produkcija

Video presentation and dance performances
Earthsavers UNESCO DREAM Center, Philippines
Halili-Cruz School of Ballet, Philippines
An offering from the Philippines Centre of ITI, including some of the defining examples of Filipino dance culture.

Lorquianos
Presented by Instituto Universitario Alicia Alonso
BCM Ballet de Cámara de Madrid
Choreography by Jose Manuel Buzón
A dance offering from the Spanish Centre of ITI.
Dance Performance Videos from ITI Centres and Members

In alphabetical order

To watch all the performance videos from ITI Centres and Members, click here:
https://www.international-dance-day.org/idd21performances.html
To watch the individual performances from ITI Centres and Members, please click on the thumbnail.

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**Dance to Ward Off the Plague**

**Nuit Blanche**

Choreography, image capture, and projection by Juliana Moraes
Dancer: Andrea Herdeg
Pianist: Andre Desponds
Music: Maurice Ravel, Gaspar de la Nuit: Le Gibet

A dance, created in Zurich and projected in Sao Paolo, Brazil, on 2nd March 2020 during the Pandemic.

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**The Storm**

Choreography by James Wilton
Music by Amarok

James Wilton Dance is a dance company formed in 2010 to spread an athletic and inspiring brand of dance. Its performance work goes hand-in-hand with extensive education and participation work both in person and online.

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A pas de deux performance by Alberta Ballet, Canada
Performed by Hayna Gutierrez and Garrett Groat
Videos from Global Dance Community Luminaries and Past IDD Message Authors

To watch all the videos from Global Dance Community Luminaries and Past IDD Message Authors, click here: https://www.international-dance-day.org/idd21performances.html
To watch the individual video, please click on the thumbnail.
Special Projects
in alphabetical order

To watch all the videos of Special Projects, click here: https://world-theatre-day.org/wtd21projects.html
To watch the individual video, please click on the thumbnail.

*Gloria, Magpie Dance, UK*

by Magpie Dance Company,
Choreography by Kenneth McMillan
Performed at The Space London and in collaboration with the Royal Opera House.

Magpie Dance is the UK’s leading dance charity for people with learning disabilities. They believe that a learning disability should not be a barrier to personal and artistic success. Through dance, participants gain life, social and communication skills with added health and wellbeing benefits.

Gloria is based on Sir Kenneth MacMillan’s First World War ballet of the same name and was created to mark Remembrance Day, November 2019. The work-in-progress was livestreamed for World Ballet Day 2019 and this excerpt was performed at The Place, London, 22nd February 2020.

*The Thread, Russell MALIPHANT & Vangelis*

Artistic Direction & Choreography: Russell Maliphant
Music: Vangelis

Celebrated choreographer and Sadler’s Wells Associate Artist Russell Maliphant collaborates with Oscar-winning composer Vangelis for this stunning new work.

Inspired by ancient mythology and set to explosive electronic music, this contemporary dance production explores changing forms of traditional Greek dance. The acclaimed creative team includes artistic conception from Georgia Iliopoulou; lighting by Michael Hulls; and costume design by Mary Katrantzou.
Presentations

International Dance Day Overview

International Theatre Institute Overview
Promotion

The International Dance Day 2021 Online Celebration was promoted widely through all the ITI communication channels before, during, and after the event. To engage with as wide a group of people as possible, a series of promotional materials were created in various languages.

The International Dance Day 2021 Online Celebration webpages are available in English, French, Chinese and Spanish. All the performance videos submitted by ITI Centres, Committees, and figures of the global dance community including previous IDD Message Authors can be viewed individually on the International Dance Day website.

Here are the links:
- International Theatre Institute ITI Website
  www.iti-worldwide.org
- International Dance Day Website
  www.international-dance-day.org
- International Dance Day Facebook Pages
  www.facebook.com/internationaldanceday

Website of the International Theatre Institute ITI

Website of the International Dance Day
Dance Performances from ITI Centres and Members

International Dance Day Online Celebration, 29 April 2021

Speeches & Presentations

ITI Newsletter

Dear Members and Friends of ITI, dear Readers,

The General Secretary is honored and pleased to announce to you that the well-known ballet dancer, the Stuttgart Ballet principal dancer, Friedemann Vogel from Germany has written the Message for International Dance Day 2021.

Attached to this newsletter, you find the Message and Biography as well as a photo that may be used royalty-free. Please write “Photo by Roman Bouda” if you need the photos in higher resolution, please write an email to the General Secretary.

Please publish the Message as soon as possible.
International Theatre Institute
Favourites - 28 April at 19:00

Happy International Dance Day 2021!
For those who have not yet read the message written by Friedemann Vogel, please visit www.international-dance-day.org to check the message, biography of him, and numerous translations of the message on this website. Friedemann Vogel has also prepared a beautiful video of him reading his message with the help of dance movements. The full version of this video will be shown as part of the Main Celebration video on the International Dance Day. See more

International Theatre Institute
Favourites - 28 April at 19:00

Invitation to Watch the Film about Friedemann Vogel
ITI would like to invite you to watch a documentary film about Friedemann Vogel’s dance life. The film is titled Friedemann Vogel: Incarnation of Dance.
You may see the film trailer here: https://www.youtube.com/watch?v=1AASb8b8l_c
Thanks to the collaboration with the Stuttgart Ballet Company and the film production company UNITEIL the full version of the film will be available for free for 24 hours from 18:00 Paris.

International Dance Day
Favourites - 10 April

International Dance Day Message Author for 2021
International Dance Day – 29 April 2021 is approaching. ITI is honoured and pleased to announce to you that the well-known ballet dancer, the Stuttgart Ballet principal dancer Friedemann Vogel from Germany has written the Message for International Dance Day 2021. More information: www.international-dance-day.org

International Dance Day
Favourites - 27 April at 19:00

Happy International Dance Day 2021!
ITI is very proud and pleased to present you with the International Dance Day 2021 online celebration program. ITI Centres and Co-operating Members prominent figures of the global dance communities, plus dance companies contributed more than three hours of beautiful dance performances videos to this online celebration.
Please enjoy the celebration from 14:00 Paris Time on Thursday at www.international-dance-day.org.
Social Media - International Dance Day Events by ITI Centres

THE INTERNATIONAL DANCE DAY
29 April 2021
10.00 am Bali time (GMT+8)

“Share Passion and Creativity with The World
Virtual celebration on
https://youtu.be/Vhisp0abmKM
International Dance Day 2021: History, theme, significance of this day that celebrates dance

International Dance Day is celebrated on April 29 every year to encourage participation and education in dance. Several dance events and festivals held on this date all over the globe. The International Dance Day 2021 theme is “Purpos of Dance”.

International Dance Day 2021: History

International Dance Day was created by the Dance Committee of the International Theatre Institute (ITI), the main partner for the implementing of UNESCO’s Dance Initiatives in 1982. The International Dance Committee and the International Theatre Institute select an outstanding dance personality to write a message for International Dance Day each year. 29th day in a celebration day for those who can see the value and importance of the act. From “Isadora” and “Isadora” and acts as a wake-up call for governments, politicians and institutions which have not yet recognized its value to people and to the individual and have not yet realized its potential for economic growth.


International Dance Day 2021: Know the theme, history, significance & other details about this day. There is more information about it, read on.

Every year, International Dance Day is celebrated on April 29th. The day aims to encourage participation and education in dance through events and festivals held on this date all over the globe. Here is more information about the history, significance and theme of International Dance Day, read on to know details.

**Why do we celebrate International Dance Day?**

As mentioned above International Dance Day is celebrated to encourage participation and education in dance.
The team of the ITI General Secretariat has received 7 International Dance Day celebration events from ITI Centres, Cooperating Members, and other organizations all over the globe.

The information regarding these events have been promoted through ITI’s communication channels, such as the ITI Newsletter and ITI social media accounts.

For more information about the Worldwide Celebration Map, please visit: https://international-dance-day.org/worldwideevents.html
Event Participation

In total, 26 dance videos from more than 20 countries were presented on the IDD official website. In addition, the 2021 messages from the Director General of ITI, the President of ITI Dance Committee and the inaugural International Dance Day Message Author are also stored on this central hub.

Friedemaan Vogel’s message is presented with a beautiful video of his dance pieces and some newly shot clips. Additionally, a documentary film about the Message Author is also presented on the IDD website.

Previous IDD message authors, a former leader of ITI Dance Committee, as well as students, disabled dancers, and so on have also contributed their messages and presented their excellent dance works to the world through this platform.
The Outcome

Increased Visibility & Collaboration between ITI Members and World Dance Communities

The International Dance Day publicity campaign successfully attracted tens of thousands of people to the website to watch the main celebration, and through effective social media promotion, the number of new Followers of social media accounts increased significantly.

As a result, the awareness, visibility, and popularity of the International Dance Day event has been expanded among the ITI Centres and Members, previous Message Authors, global dance communities and the general public.

- **Website Traffic:** On the day of the celebration, more than 30,000 people around the world visited International Dance Day website.

- **Social Media:** More than 23,000 people were reached by ITI social media promotions.
Event Organizers

The main organizer of the International Dance Day 2021 Online Celebration was the General Secretariat of ITI, advised by the Dance Committee of ITI and the Executive Council of ITI in association with ITI Partner Organizations.

President ITI
Mohamed Saif AL-AFKHAM

Director-General ITI
Tobias BIANCONE

Advised by
International Dance Committee IDC
Alberto GARCÍA CASTAÑO, President, Spain
JUN Hong Jo, Vice-President, South Korea
Gloria GARCÍA ARAMBARRY, General Secretary, Puerto Rico
Luis LLERENA, Spain
Beatriz DURANTE, Argentina

Executive Council of ITI
ITI Partner Organizations

Executed by
General Secretariat ITI
info@iti-worldwide.org
- CHEN Zhongwen, Deputy Director-General ITI
- TANG Yiming, ITI Establishment Officer
- CHEN Simin (Nancy), ITI Project Officer
- DU Mengxuan (Annie), ITI Project Officer
International Dance Day 2021 Online Celebration

Let us dance together in all corners of the world
to create light in the dark.

29 April 2021

ITI would express its sincere gratitude to all the participants, whether you answered the open call and sent a video, or you just watched the online celebration video. Your participation and contributions created a culturally rich event that was highly appreciated by members and friends of ITI.
**Participation List**

**ITI Centres and Members**

- Chinese Centre of ITI
- Colombian Centre of ITI
- Consejo Argentino de la Danza
- Croatian Centre of ITI
- Cuban National Ballet
- Cyprus Centre of ITI
- Estonian Centre of ITI
- French Centre of ITI
- Georgian Centre of ITI
- Korea Republic Centre of ITI
- Mongolian Centre of ITI
- North Macedonian Centre of ITI
- Philippines Centre of ITI
- Spanish Centre of ITI
- Swiss Centre of ITI
- UK Centre of ITI
- US Centre of ITI
- International Dance Committee of ITI (Alberta Ballet, Canada)

**Videos from figures of global dance community and previous IDD Message Authors**

- Gladys AGULHAS, South Africa
- Alfred University NY, USA and Marianela BOÁN, Cuba
- Andromachi Dimitriadou LINDAHL, Cyprus
- Georgette GEBARA, Lebanon
- Tamara ROJO, Spain
- Karima MANSOUR, Egypt

**Special Project**

- Magpie Dance, United Kingdom
- The Thread, Russell MALIPHANT & Vangelis
www.international-dance-day.org

Facebook: International Dance Day