



# 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](http://www.international-dance-day.org)

# International Dance Day Message Authors 1982-2026



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 1982-2026

### List of the Message authors from 1982 to 2026

- 2026 Crystal PITE, Canada  
2025 Mikhail BARYSHNIKOV, Latvia/USA  
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](http://www.iti-worldwide.org/centes.html)  
[www.iti-worldwide.org/cooperatingmembers.html](http://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



*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](mailto: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.

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](mailto: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](mailto: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](mailto: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](http://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](http://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](http://www.iti-worldwide.org/centres.html). You also may contact the General Secretariat of ITI [idd@iti-worldwide.org](mailto: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](mailto: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](http://www.international-dance-day.org) and [www.iti-worldwide.org](http://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](http://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](http://www.iti-worldwide.org)

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

For more information about the ITI/UNESCO Network: [www.iti-unesco-network.org](http://www.iti-unesco-network.org)

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

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