

## Outdoor Dance Showcase 2022 Birmingham International Dance Festival, 22–25 June 2022

### Executive Summary

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*“More connections to collaborate with, possible bookings, I feel that now I know what’s cooking at the UK outdoor dance field!”*

*(Judita Strumilaite, SPOT festival, Lithuania)*



Photography: Kieran Hanson

## Overview

XTRAX has raised funds through Arts Council England National Lottery Project Grants to deliver Platform 4:UK, a project aimed at opening up new markets internationally for the best work from UK outdoor artists, by creating opportunities in the UK and overseas that will introduce artists to new touring networks and support them in making new connections.



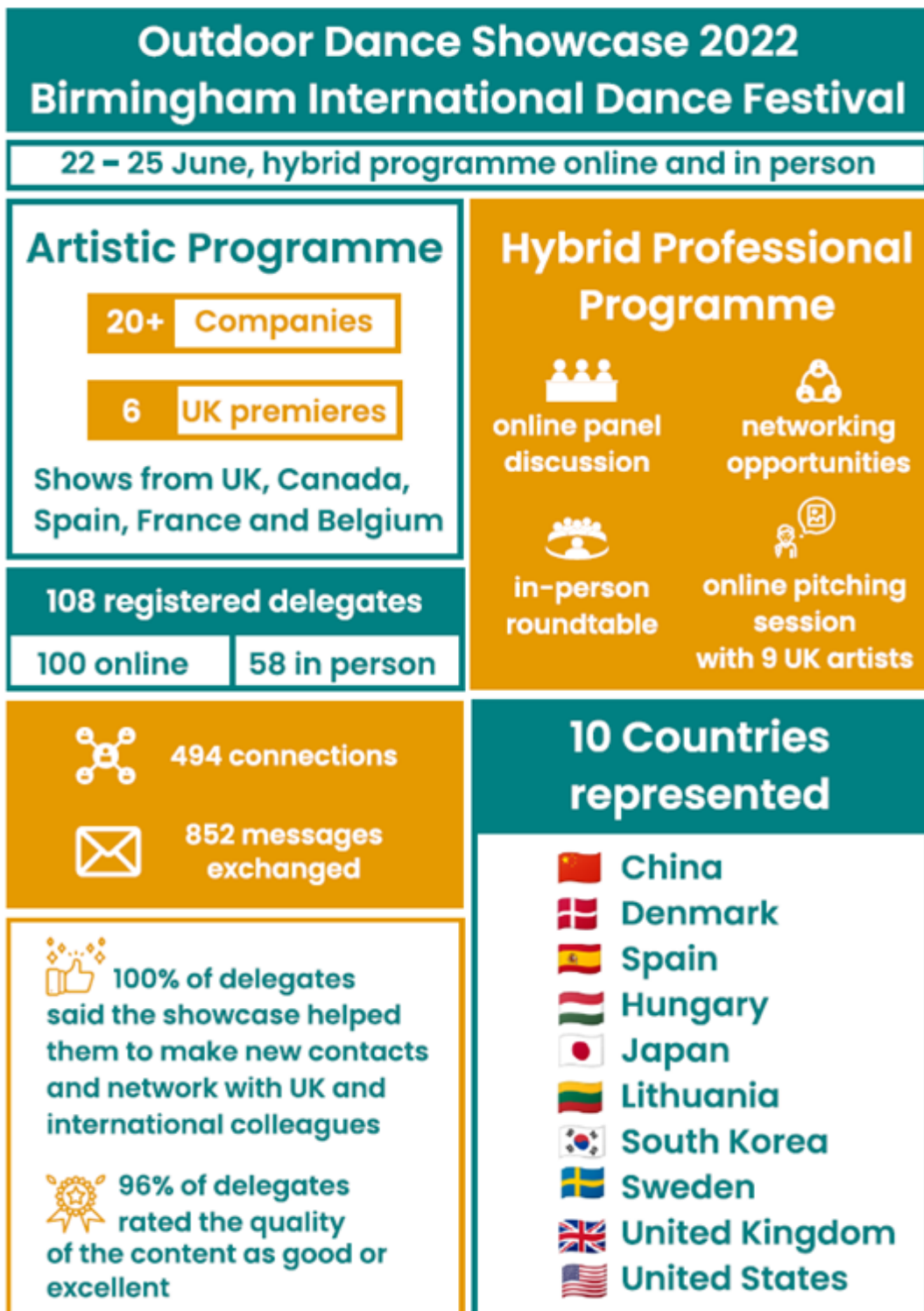
The Outdoor Dance Showcase 2022 (ODS22) was part of the professional programme of Birmingham International Dance Festival (BIDF). This was the result of a collaboration between FABRIC (DanceXchange & Dance4) and XTRAX.

The ODS22 took place in a hybrid model, with one day entirely online and the remainder of the showcase in-person. The **comprehensive online event platform Swapcard** offered an improved experience for delegates whether or not they attended the event. This report will look at the outcomes of the Outdoor Dance Showcase 2022.

We strived to maintain a strong focus on the quality and diversity of the content, all the while offering an accessible and smooth digital experience. We received fantastic feedback from UK and international colleagues, which will inform our future activities and encourage us to produce a programme of events that responds to the needs of the sector and enables us to build lasting connections.

A short video capturing some of the key moments of the showcase will be published on our websites and social media channels.

## Infographics



## Key numbers

- **108 delegates** from **10 countries** registered to attend the Showcase, with **95** delegates coming from the **UK** and **13** coming from **outside the UK**.
- The countries represented were: China, Denmark, Great Britain, Hungary, Japan, Lithuania, South Korea, Spain, Sweden, and the United States of America.
- Of the **108** registered delegates, **57 were artists** or creators of work, **22 were promoters** and **29 were other arts professionals or represented supporting organisations**.
- **Half** of the registered delegates had **never attended an XTRAX Showcase** before.
- 25% of artists created **6 or more connections** during the Showcase, with 75% creating between 1-5 connections
- Out of the 108 registered delegates, **only 9 did not engage** with the online platform.
- Out of the 76 delegates who registered to attend in person, **35% were unable to attend**, some of whom were badly affected by significant travel disruptions due to a national train strike.
- **621 private messages** were exchanged on the platform during the days of the showcase. 852 private messages were sent in total over the time the platform was live (between the 13 of June and the 4 July).
- In total, there were **240 exhibitor booth visits** during the time the platform was live.
- **33** viewers watched the online panel discussion live
- **58** delegates attended the in-person roundtable
- The pitching session had an average of **36** viewers at any given time



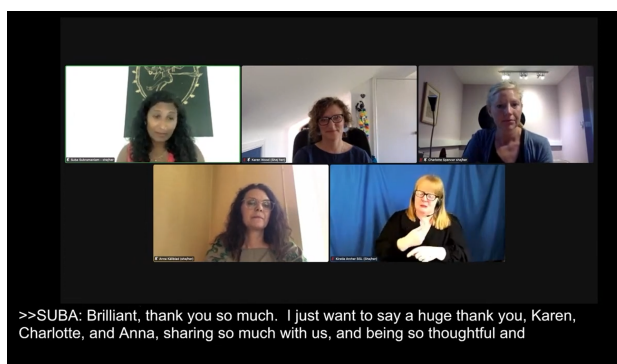
Photography: Kieran Hanson

- On average, the **exhibitor booths received 15 unique visits each** during the *Pitch Your Work* session on 22nd June.
- The **video recordings of the sessions** have had **93 views** after the event, and growing

## Professional events schedule

### Wednesday 22nd June – online on Swapcard

9 am – 1 pm – Welcome and networking session



10.30 am – 1 pm – Panel discussion:  
“Alternative models of dance creation for the public space”.

The session was chaired by Suba Subramaniam (Artistic Director of Akademi) with the guest speakers Karen Wood (Assistant Professor at Coventry University), Charlotte

Spencer (Choreographer at Charlotte Spencer Projects) and Anna Källblad (Choreographer at Byström Källblad).

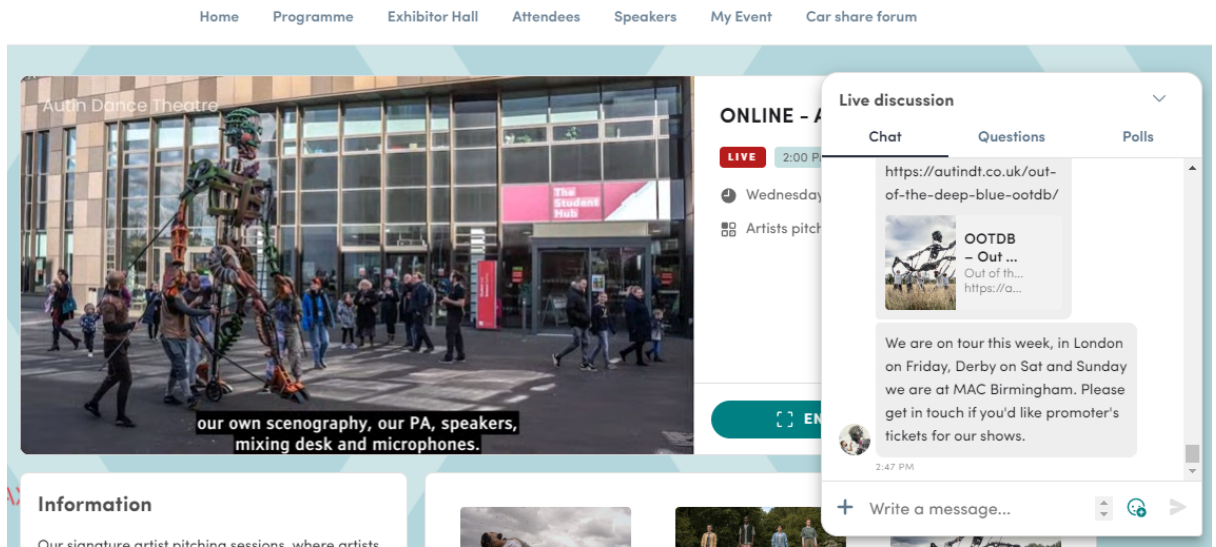
1 – 2 pm – Lunch break and informal networking through Swapcard

2 – 3 pm – Artist Pitching Session

The companies and shows featured were:

- 2FACED DANCE – *Where All Paths Lead*
- Ascension Dance Company – *The Other Side*
- Autin Dance Theatre – *Out of the Deep Blue*
- Levantes Dance Theatre – *High Tea (With A Twist)*
- MCDK – Michaela Cisarikova Dance Company – *Fish Out of Water*
- Mickael Marso Riviere / Cie Decalage – *T-Break*
- Seeta Patel Dance Ltd – Seeta Patel’s reimagining of *The Rite of Spring*
- Sonia Sabri Company – *Mughal Miniatures*

- The Clay Connection – *Lives of Clay*



3 – 3.15 pm – Wrap up

## Thursday 23rd June – arrival day

5.30 pm onwards – Opening shows in Centenary square

6 – 7.30 pm – Welcome drinks for showcase delegates

## Friday 24th June – in Birmingham



Photography: Kieran Hanson

9 am – 3 pm – Information point open

9 – 10 am – Welcome and networking coffee

10 – 11.30 am – Roundtable: “Dancing with the community – the role of dance in building back a sense of place and human connection after the pandemic”.

The session was chaired by Jeanfer Jean-Charles (Director of Jeanfer Jean-Charles & Associates), with the other panellists consisting of Stephanie Ridings (Writer and Theatre Maker), Phill Hargreaves (Cultural programme manager, BMDC) and Kevin Turner (Artistic Director of Company Chameleon)

# XTRAX

12 - 1.45 pm – Networking lunch

2 pm onwards – BDF artistic programme

6.30 - 10 pm – Social drinks and closing of the showcase

## **Saturday 25th June and Sunday 26th June – in Birmingham**

12 pm onwards – BDF artistic programme

All day – informal networking

## **Participants' feedback**



*"I gained a lot of insight when participating in the roundtable discussion about bringing work to outdoors spaces and the communities in these locations."*

*(Ciara Clayton, Programme Manager, Sonia Sabri Company)*

Photography: Kieran Hanson

*"It was great to reconnect with the network of artist and organisations after so long and that's the main thing I was looking to achieve." (Mickael Riviere, Creative Director, Cie Decalage Marso Riviere)*

*"Superb pitches, really exciting work" (Ian Morley, Head of Programming, Barnsley Civic)*

*"Amazing presentations and great shows, indeed." (Mar Perez Unanue, London office Director, Catalan Arts)*

*[The online event platform is] "Very useful. Simple to use. I used it for initial connection and to follow up too and find out a bit about the people attending." (Mikaela Cisarikova, Artistic Director, MCDC)*

## Moving forward

XTRAX and FABRIC are in early stage conversations about what showcase which is currently scheduled to take place in the summer of 2024. Partners are scheduled to discuss this further once funding decisions come through for each of them in late 2022.



Photography: Kieran Hanson