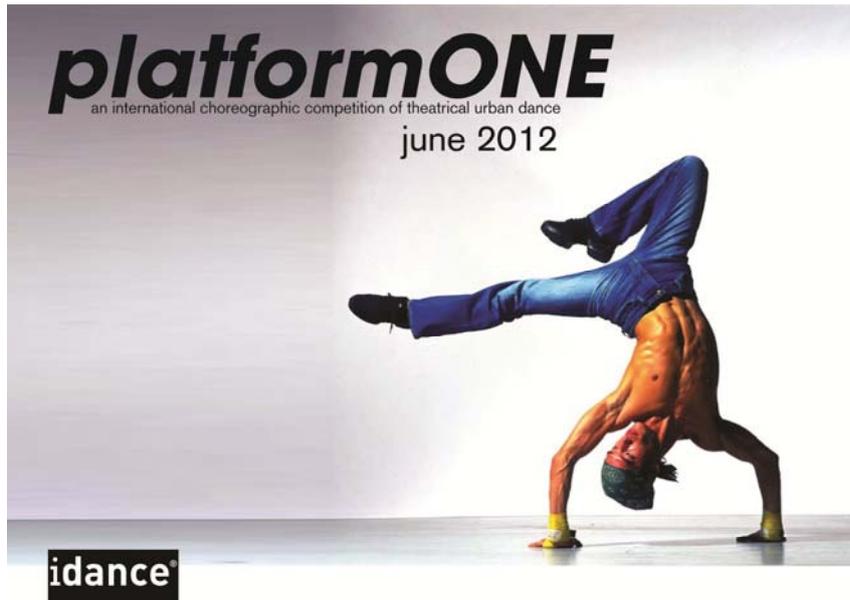


platformONE

9th June 2012 The Palace Theatre, Watford

What is platformONE



platformONE is the world's first international choreographic competition of Urban Theatrical Dance. The winning choreographer takes home the choreographic prize of £1000. platformONE is not your typical competition... platformONE is "a competition of ideas" where the vision and creativity of the choreographer takes center stage.

platformONE uniquely provides a platform for urban dance choreographers to express their creativity with the main feature of the competition: the almost complete absence of any rules, requirements, or choreographic restrictions.

Choreographers may choose their own format, idea, style or voice. Choreography may be in any streetdance style (particularly Locking, Popping, Breaking, House, etc.), or may be combined with or blend several styles including Contemporary, Jazz, Ballet, Kathak, etc, even spoken word or Parkour. The most important thing is how well the choreography conveys to the audience the choreographer's concept.



When and Where is platformONE

idance® is excited to announce platformONE 2012 at the **Watford Palace Theatre, Saturday June 9, 2012.** Curtain at 7:00pm.



I am interested how do I enter?

There are two ways to enter:

- 1. Showcase Only:** no entry fee however you will not be eligible for the Choreographic prize and seating is not guaranteed
- 2. Submission for the Choreographic Prize:** (£12/participant refundable if not selected) includes a guaranteed spectators ticket and eligibility for the £1000 choreographic prize*.

For either method choreographers will need to complete the enclosed or attached application form and return this to idance®, no later than **April 29, 2012 along with your entry fee if appropriate.**



Please ensure that with your application form you include a description of your proposed piece. If the piece you would plan to perform has not yet been created, an outline of your plans is required alongside an example of work that your group has performed in the past.



Please note that **we cannot** accommodate dance pieces any **longer than 4 minutes.**



To apply to showcase your crew click (or copy and paste) the following link: <http://goo.gl/PEc1f>

Please note that if you are chosen to perform your group will be expected to:

- Be present for a technical rehearsal June 9th 2012 during the day. All dancers will be required for this.
- Be available to perform Saturday June 9th 2012 at the Palace Theatre Watford
- Provide their own transport to and from the theatre and to cover any attached costs.
- Please note that there are no financial obligations for either party with regard to this performance.

More information about the event

platformONE started in 2008 in the UK as a unique event in which dancers and choreographers could explore their creativity in a showcase featuring urban and contemporary dance with a goal of helping dancers, specifically street dancer choreographers find a place - a 'platform' - to explore choreographic ideas in a theatrical setting.



Since its inception, platformONE has hosted some of the top dance talent in the UK including **Plague, Peridot, Sin Cru, Nemisis, Dance Nuvo, Smash Bro'z** and more. 2012 marks a turning point

and the formal addition of international participants. platformONE has evolved to include international choreographers and dancers and a generous choreographic prize of up to £1000.



We are currently inviting crews from all over the world including the USA, Sweden, Belgium, India, Italy, Greece, Spain and more!

Russia is the first to have created their own national qualifying event which was recently held St. Petersburg, Russia
<http://vkontakte.ru/platformone>

Participating in platformONE will give choreographers a chance to showcase their creative vision in the world's first International Choreographic Competition of urban theatrical dance. It is also a fantastic opportunity to network with other dancers and choreographers from around the world in this very exciting weekend.

This choreographic event, unlike other events, is purely about the choreographer's creative and choreographic skill in making his or her vision come alive in this short format showcase event.

We look forward to hearing from you.

With best wishes,

Omar Paloma

Founder of idance® and creator of platformONE, the UK Hip Hop Dance Championships and Director of Hip Hop International UK

Tel: 01923 606 255

email: admin_92607@idancestudios.com

*prize is subject to participation

Thank you for taking the time to complete this form.

Please return with your video by April 29, 2012 to Omar Paloma at Idance® at admin_92607@idancestudios.com