



**PERIDANCE
CAPEZIO
CENTER**

New York's Premier Dance Center

MEDIA KIT

FALL 2014

PERIDANCE CAPEZIO CENTER

126 EAST 13TH STREET, NYC, 10003

PHONE: 212.505.0886

FAX: 212.674.2239

INFO@PERIDANCE.COM

PERIDANCE.COM



PERIDANCE CAPEZIO CENTER

Located in the heart of New York City, Peridance Capezio Center has been a core member of NYC'S dance community since 1983. We offer over 250 open adult classes each week with exceptional faculty, International Student Programs, a professional two-year Certificate Program, and home to The School at Peridance, the Peridance Youth Ensemble, and Peridance Contemporary Dance Company. In partnership with Capezio®/Ballet Makers Foundation, Inc., Peridance has a new location featuring six-spacious, state-of-the-art, column-free studios, and the 150-seat Salvatore Capezio Theatre. A gourmet café and Capezio® dancewear boutique are conveniently located inside the building. Peridance Capezio Center also houses Djoniba Dance and Drum Centre, offering a variety of African Dance classes, and Baila Society, running a full suite of NY Salsa and Latin classes. The integration of traditional technique classes and cutting-edge dance styles emerging today has enabled Peridance to maintain its original premise: to offer dance education with integrity and high quality, without being compromised by commercialism.

Whatever your style, whatever your goal, you'll find it at Peridance!
Learn more at PERIDANCE.COM!



HISTORY

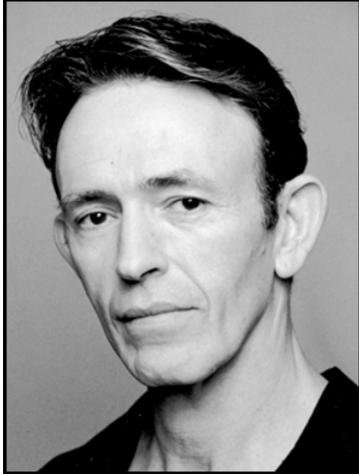
Peridance Capezio Center has been a core member of New York City's dance community since its founding in 1983 by Artistic Director Igal Perry. For more than 30 years, Peridance has been a recognizable force in the community. The Center is a place where toddlers, teenagers and adults can dance and train alongside professional dancers, acclaimed teachers, and international students from around the globe.

In January 2010, Peridance opened its new location in the historic Beaux Arts-style building at 126 East 13th Street, in the beautiful Union Square area. The building began as a stable and auction house and was for years the studio of artist Frank Stella. Peridance continues to fill the building with art, this time in the form of dance!

MISSION

For over 30 years, Peridance Capezio Center has remain dedicated to:

- Offering accessible dance classes of the highest caliber in all styles, for all ages and all levels;
- Offering dancers the opportunity to learn repertory and work with world-renowned guest artists and master teachers;
- Providing affordable, high quality studios and performance spaces for artists to create and perform in a comfortable and friendly environment;
- Maintaining a strong national and international presence in dance education, as a leading New York City based dance school;
- Bringing dance and the performing arts into the local community and positively influencing future generations of artists.



ARTISTIC DIRECTOR AND FOUNDER **IGAL PERRY**

Igal Perry, Founder and Artistic Director of Peridance Contemporary Dance Company and Peridance Capezio Center, is a world-renowned choreographer, ballet master, and dance educator. Mr. Perry's elegant choreography, often in collaboration with contemporary composers, has been described as "blessedly inventive" (Jennifer Dunning, NYTimes). His works have been set on prestigious companies and performed at renowned festivals including Florence Dance Festival and Invito Alla Danza (Italy), Batsheva and Bat-Dor Dance Companies and the Karmiel Dance Festival (Israel), Ailey II and Complexions Contemporary Ballet (NYC), Companhia de Danca de Lisboa (Portugal), and Alberta Ballet (Canada). This year, his new work Infinity was set on the San Jose Ballet.

Born in Israel, Igal Perry began his dancing career with Karmon, a folk dance company. He later joined the Bat-Dor Dance Company, where he worked with leading teachers and choreographers including Alvin Ailey, Benjamin Harkarvy, John Butler, Rudi Van Dantzig, Inesse Alexandrov, Paul Sanasardo, and Lar Lubovitch. Upon arriving in the United States, Mr. Perry joined Dennis Wayne's Dancers as ballet master and choreographer. During that period, he staged John Butler's work for the NYC Opera, the Opera of Munich, Caracas Ballet, and Teatro Alla Scala in Milan, where he also directed the world premiere of Krzysztof Penderecki's opera Paradise Lost. From 1981-1982, Mr. Perry headed the ballet department at Jacob's Pillow. In 1983, he launched his dance school, Peridance Capezio Center, now one of New York City's leading dance institutions. A year later he founded Peridance Contemporary Dance Company, for which he has choreographed over 50 works, with performances at BAM, The Joyce Theater, and City Center.

In addition to his daily class at Peridance, Mr. Perry serves as guest faculty/choreographer at The Jacob's Pillow Festival, The Ailey School, and Marymount Manhattan College. Since 1995, Mr. Perry has served as a guest teacher at The Juilliard School, where he staged his Intimate Voices and Mourning Song. His international teaching engagements include Scapino Ballet and Het National Ballet (Holland), Laterna Magica and the National Ballet (Prague), Architanz (Tokyo), The Royal Ballet of Sweden and Balettakademien (Sweden), the National Ballet of China, and the Kwang-Ju City Ballet Company (Korea). In 2007, Perry was inducted into the Dance Library of Israel Hall of Fame.



OPEN CLASSES, WORKSHOPS, AND INTENSIVES

Peridance offers technique classes for dancers of all levels, and non-dancers too. Class styles include Ballet, Modern, Contemporary, Jazz, Hip Hop, House, Tap, Salsa, African Dance, Zumba, Yoga, Stretch, Pilates, GYROKINESIS®, and much more. Peridance also provides an unparalleled variety of workshops and master classes offered by a roster of internationally acclaimed guest teachers and choreographers. In addition to choreographic workshops, Peridance also offers Adult Beginner Workshops, BLUEPRINT Summer Intensive and the Summer Intensive for aspiring young dancers!

The **Teen Summer Intensive** is a four-week comprehensive training program designed for dancers ages 12 – 16, whose goal is to develop and increase their level of technique, strength, self- confidence, and artistry. Classes include ballet & pointe, modern, contemporary, jazz, and Pilates; all classes are taught by skilled instructors well known in the world of dance.

The **BLUEPRINT Summer Intensive** is a unique and exciting Intensive experience to pre-professional Ballet and Contemporary dancers, ages 16 - 22. BLUEPRINT bridges the gap between conservatory ballet technique and the innovation of the current contemporary scene. This Intensive is an exciting opportunity to polish technique, learn repertory from prestigious working choreographers, perform on a professional New York City stage and gain a fresh and unique edge!

INTERNATIONAL STUDENT PROGRAMS

Students come from over 30 countries, to study at Peridance Capezio Center. We offer several exciting programs of interest to international students, on a F-1 International Student Visa, including our **International Open Program** for 3-month, 6-month, or one-year of study. Offering a two-year **Certificate Program** designed for pre-professional dancers ages 17 - 25, also open to domestic students. We also offer the **Limón Program** provided through the Limón Institute, and the **GYROTONIC® and GYROKINESIS® Teacher Training Program**, which prepares students for certification.



THE CERTIFICATE PROGRAM

The Certificate Program is a two-year professional training program designed to provide its students with a deep understanding of proper dance and performance techniques and a professional approach to the art of dance. Intermediate to advanced dancers ages 17 – 25 can audition for the **Ballet/Contemporary Track**, which focuses on ballet, modern, and contemporary styles or the **Commercial Track**, which focuses on street, commercial, and theater dance styles. The curriculum offers a minimum of three classes a day, five days a week. Students take classes in multiple dance techniques, body conditioning, dance-related academic subjects, and composition.

Students who are part of the Certificate Program receive mentoring and individualized guidance that is not often available to dancers who take only open classes or are enrolled in other curricular programs. Students are given opportunities to work with prominent New York choreographers and to perform the repertory in multiple performances each year. By immersing students in a professional environment, the Program makes networking with top choreographers, teachers, and directors a priority. The Certificate Program is fashioned after a comprehensive collegiate dance program that emphasizes high caliber training and versatile performance.



THE SCHOOL AT PERIDANCE

Founded in 1984 as an extension of Peridance Capezio Center's open adult classes, The School at Peridance focuses on training the next generation of dancers. The school offers programs year-round including a fun variety of summer camps/intensive options.

Young Movers Program offers dance classes for children ages 18 months to 5 years old. These young students begin basic exploration of motor skills, musicality and rhythms in a fun and creative environment.

PeriChild Program offers dance classes for children ages 6 to 12 years old introducing basic vocabulary of various techniques.

PeriTeen Program offers extensive dance classes for students ages 13 to 17 years old, in an range of dance styles for beginner to advanced.

Pre-Professional Training Program

The Core Training Program offers dance classes for students ages 7.5 to 16 years old, by audition only, who have a desire to train at an accelerated pace and focus on proper Ballet technique, strength, flexibility and body alignment.

Students who show great promise and interest in performing are selected to audition for the **Peridance Youth Ensemble**, a non-profit youth performance troupe that brings dance to at-risk children through interactive workshops and performances.



PERIDANCE CONTEMPORARY DANCE COMPANY

Peridance Contemporary Dance Company was founded by Artistic Director Igal Perry in 1984 and has since been a powerhouse of energetic and evocative dance. Mr. Perry's choreography, which is rooted in ballet, is known for being timelessly elegant and brilliantly musical.

The company employs ten classically trained dancers and several apprentices, from Japan, The Netherlands, Canada, USA, Spain, and Colombia. Together with Executive Director Yarden Ronen, Perry has structured the Company to explore movement and design with an emphasis on performing diverse repertory by notable choreographers. This repertory is featured in the annual New York Season, which serves as a launch pad for new works and touring performances both nationally and internationally.

As a part of its non-profit identity, Peridance Contemporary Dance Company offers free classes and outdoor showcases to charitable organizations and schools throughout New York City. These offerings, in addition to residency work and commissions from colleges and conservatories, round out a full roster of creative and educational activities.

Peridance Contemporary Dance Company is excited to continue its three decade-long tradition of creating and performing powerful dance that inspires audiences worldwide.



RENTALS AND EVENTS

Peridance Capezio Center's partnership with Capezio/Ballet Makers, Inc. has made possible the creation of the unique **Salvatore Capezio Theater**, two large studios that convert to a 142-seat black box theater. Both organizations are dedicated to promoting the performing arts and developing the local and international cultural community.

STUDIO RENTALS

Our state-of-the-art studios are available to professional and amateur artists to rehearse their works in progress.

THEATRE RENTALS

Peridance offers emerging & established artists, a state-of-the-art venue to showcase works in progress as well as for complete productions.

EVENT RENTALS

Our beautiful studios are available for corporate events, private events, parties, and photo/video shoots!

BIRTHDAY PARTIES

Birthday parties at Peridance Capezio Center are great for children of all ages and abilities!

EVENTS

Peridance hosts and presents a variety of performance events throughout the year. Bi-yearly, Peridance provides its faculty and students with the opportunity to present new works through its Faculty and Student Showcases. Each winter, an original production takes the stage, such as Igal Perry's contemporary take on the holiday classic *The Nutcracker*. Starting in 2012, Peridance has been part of the Association of Performing Arts Presenters Conference (APAP).



OUR BUILDING

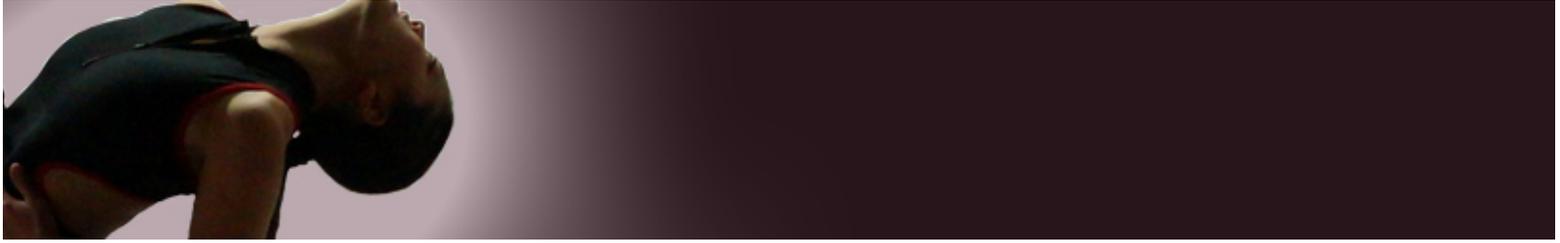
In January 2010, Peridance Capezio celebrated its move to a new home, a move made possible through a wonderful partnership with Capezio®/Ballet Makers Foundation, Inc.

"We were fortunate to be able to stay in the neighborhood," says Artistic Director Igal Perry. "Though our dancers and students come from around the globe, it's vital for us to maintain our roots at Union Square and stay close to the local and vibrant dance community."

Peridance Capezio Center proudly features six spacious, state-of-the-art, sprung and column-free studios, a café, Capezio dancewear boutique, and the Salvatore Capezio Theater.

The building has a rich history. It was originally constructed as the Van Tassall & Kearney Horse Auction Mart at the turn of the 20th century, and was the studio of painter, printmaker, and sculptor Frank Stella from 1978 to 2005.





PERFORMANCES

Peridance Capezio Center hosts and presents bi-yearly **Faculty and Student Showcases** at its Salvatore Capezio Theater, providing teachers and students with exciting performance and choreographic opportunities. These highly anticipated productions, created by the Center's artistic team, highlight the enormous array of creativity, humor, and cultural diversity of this unique community.

"**Peridance Presents**" is a curated program aimed to enrich and entertain a broad spectrum of audiences, showcasing a high caliber of dance.

The Nutcracker "a Contemporary Look" weaves hip-hop, modern, and ballet together with an intriguing new perspective. This classic is sure to delight audiences of all ages and introduce every generation to The Nutcracker anew. Snowflakes, sugarplums, and a grand pas de deux will capture your heart as they have since childhood, while contemporary choreography makes Peridance's Nutcracker unlike any you've seen before!



APAP, the Association of Performing Arts Presenters, provides a unique and encompassing opportunity for established as well as emerging artists and companies to

showcase their work in a platform that will put them in contact with arts presenters from across the globe. Peridance Capezio Center is proud to be presenting over 20 innovative dance companies during the Association of Performing Arts Presenters Conference week, at the renowned Salvatore Capezio Theater.

Peridance Contemporary Dance Company showcases their innovative full-length works each season in the Salvatore Capezio Theater.



GROUPS

Our rich diversity of classes and state-of-the-art new studios make Peridance Capezio Center an excellent choice for any group visiting New York. Peridance Capezio Center's Group Administrator will help you plan a fantastic and memorable dance experience-- one that best meets your needs and provides the challenge and excitement you are seeking for your group!!

You have the option of participating in an open class from our open class schedule. This allows your group to experience the local vibe, dancing side by side with both native and International students while learning from the best instructors teaching today.

You can also arrange a private class specifically designed for your group's level and needs. This provides your group the rare opportunity to receive personalized corrections, undivided attention, and an intimate working environment with some of the most in-demand teachers in today's dance scene. Private classes are offered in any of the disciplines currently offered in our schedule.

SOME WORDS OF OUR PREVIOUS GROUPS:

"I just wanted to say on behalf of Dance Extensions that we enjoyed our time at Peridance so much! The atmosphere of the studio is so warm and welcoming."

-Dance Extensions Glassboro, New Jersey

"Each year we bring a group out to New York from the UK, and Peridance was one of the friendliest and best studios to deal with. We booked master classes for our group with Peridance and it was amazing. Thanks for making our trip even more memorable!

We'll definitely be back next year!"

-Mike and Hayley Hall Founders of Fresh Vibes & The Street Dance Teacher Training Company, United Kingdom



SUPPORTING THE NEIGHBORHOOD

Since opening its doors at its new location in January of 2010, Peridance Capezio Center continues to be a force to be reckoned with and a major contributor to the Union Square area.

Attracting visitors from all over the world, Peridance brings together students, artists, businessmen and women, recreational and professional dancers, teachers, children, and families alike. As it strives to enrich artistic awareness, this diverse community creates a safe environment for the neighborhood.

Peridance is an active member of the Union Square Partnership, which works collaboratively with area residents, businesses, and institutions. Peridance offers discounts for local businesses and their employees as well as for students at neighboring universities (NYU, The New School, and New York Film Academy to name a few).



IF YOU WANT MORE INFORMATION...

WEBSITE: <http://www.peridance.com>

FACEBOOK: <http://www.facebook.com/pages/Peridance-Center/91561553459>

TWITTER: <http://twitter.com/#!/Peridance>

BLOG: <http://peridance.blogspot.com/>

YOUTUBE: <http://www.youtube.com/user/PeridanceCenter>

SALVATORE CAPEZIO THEATER: <http://www.peridance.com/Theater.cfm>

THE SCHOOL AT PERIDANCE: <http://www.peridance.com/SchoolatPeri.cfm>

CONTACT US

PHONE: 212-505-0886

FAX: 212-674-2239

Yarden Ronen Director of Development	yarden@peridance.com	Cheryl Copeland Certificate Program Coordinator Summer Intensive Coordinator Blueprint Coordinator	certificateprogram@peridance.com summerintensive@peridance.com blueprint@peridance.com
Colleen Megely School at Peridance Coordinator	colleen@peridance.com	Eryn Renee Young Certificate Program Assistant	eryn@peridance.com
Shelley Grantham Youth Ensemble Director School at Peridance Coordinator	shelley@peridance.com	JoAnna Fisher School Administrator Group Inquires Theater Rentals	info@peridance.com groups@peridance.com theater@peridance.com
William Huntington International Student Advisor	international@peridance.com	Jessica Mantell PCDC Administrative Assistant PR/Marketing and Design	pcdc@peridance.com pr@peridance.com