



MEDIA RELEASE

A STANDING OVATION FOR THE FIRST-EVER ADELAIDE DANCE FESTIVAL

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Sell-out crowds and rave reviews have made the inaugural Adelaide Dance Festival an overwhelming success and cemented its place on the city's festival calendar.

Almost 20,000 participated in the Festival, attending performances, classes, workshops and discussions over a packed fortnight from 8-21 July.

The brainchild of Australian Dance Theatre (ADT), the Festival smashed all of its early targets with event-goers captivated by a diverse program that ranged from free dance classes and a public dance night to break-dancing competition *Freestyle Sessions*, the Australian Ballet's *The Sleeping Beauty* and ADT's latest contemporary work, *The Beginning of Nature*.

"It's beyond what we could have imagined for the first Festival as you really don't know how audiences will react," said Mr. Shaun Comerford, Executive Director, Australian Dance Theatre.

"However, with South Australia known as the Festival State, I guess we shouldn't be too surprised that the local community got behind it but even then, it's such a thrill to see so many people respond really enthusiastically to the program we put together."

Designed to make dance accessible to the whole community, Festival events were held at a range of venues including the South Australian Museum, the Adelaide Festival Theatre, Queen's Theatre, The Odeon at Norwood and the North Adelaide Community Hall.

Many events were free and catered for all age groups, with both young children and more mature audiences delighting in the Adelaide premiere of Dancenorth's *Rainbow Vomit*.

"The core mission of the Adelaide Dance Festival was to engage with everyone in the community," said Mr. Comerford.

"That's what a Festival should do and we are thrilled that we were able to provide performances that entertained primary school children at one end of the dance spectrum and older audiences at the other."

Planning is already underway for the next Adelaide Dance Festival, the biennial event slated for July 2020.

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