

Jasmin Vardimon

20 YEARS OF CREATIVITY

Press Release: Thursday 26th March 2020

For immediate release



NEW FREE DAILY ONLINE CLASSES AND SPECIAL SCREENINGS TO ENERGIZE AND INSPIRE

As we find ourselves self-isolated at home and facing the challenges of staying healthy, keeping fit and connecting with one another, we are delighted to offer our Pop Up Space classes FREE online for one month via Zoom. We invite the wider community to join us from their own home to keep everyone moving.

Following the success of our Pop Up Space classes at McArthurGlen Designer Outlet Ashford, we are pleased to offer a superb programme of classes accessible for all, launching on Friday 27th March. Classes are free for a month and are suitable for all ages and abilities - from young children to the over 50's. Professionally trained dancers will guide participants through a series of fun and inspirational sessions live-streamed through the Zoom on-line platform. A fundraising campaign has also been set up by the charitable arm of the company to support our current digital activities and the freelance artists working with us in these challenging times.

In these difficult times, I feel we have to do everything we can to help our communities. I hope our offer will benefit dance students, professional dancers and other individuals and families who are at home and looking for ways to keep active and stay healthy.

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We will be also hosting free digital screenings of our most popular productions. The first screening will take place on Sunday 29th March at 7pm. We have had a fantastic response so far, with fans busy voting for their favourite production on social media. The winning production will be available to all for 24 hours via our company Vimeo page.

We recognise that this is also a particularly tricky time for educators and the demand for targeted online activity is at an all time high. This week we have proactively reached out to teachers and students studying Jasmin's work at GCSE and A Level, to provide new resources to help motivate and enliven their

For more information please contact Carole Wheeler, Communications Manager
communications@jasminvardimon.com // 07497 189238

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home-learning. Online video of full company productions will be made available exclusively for teachers and their groups of students, which for a limited time can be followed by a special 30 minute session of Q&A with Jasmin or a company dancer. In a time of huge disruption to student's learning, the team is committed to providing much needed support with these additional free video resources and exclusive access, through which students can learn more about Jasmin's creative process.

We will be announcing further developments in our expanding digital portfolio as we develop our online audiences and continue to affirm the positive impact that dance and creativity have in supporting the community. Please check our website and social media channels for further information.

Notes to Editors:

Jasmin Vardimon Company was founded in London in 1998 and rapidly rose to become a significant element within the British dance theatre scene. The company is dedicated to the choreography of Artistic Director, Jasmin Vardimon – Associate Artist of Sadler's Wells since 2006.

Renowned for her uniquely theatrical choreographic and directorial style combining physical theatre, quirky characterisation, innovative technologies, text and dance, Vardimon accentuates her work with an acute observation of human behaviour. With sharp instincts and provocative daring, she has developed an individual choreographic voice, distinguished by her beautifully detailed movement, insightful humour and engaging drama. The company's works are widely accessible through their exposure of human experience, social relevance, high quality, passion, skill and commitment.