

JASMIN VARDIMON OPENS AT MCARTHURGLEN DESIGNER OUTLET ASHFORD IN JANUARY 2020



(December 2019) Contemporary dance-theatre company, Jasmin Vardimon will be opening on 16th January 2020 at McArthurGlen Designer Outlet Ashford. For six months the dance company will open its 'Pop Up Space', providing a studio for guests to participate in the work of internationally acclaimed and Ashford based, Jasmin Vardimon Company. The partnership forms part of McArthurGlen Designer Outlet Ashford's efforts to elevate the guest shopping and cultural experiences within the centre, which compliments Jasmin Vardimon Company's work to further expand its engagement with the local community.

Jasmin Vardimon Educational Company is a charity dedicated to creating opportunities towards accessing and advancing dance training through a varied and inspiring programme. The Pop Up Space will allow for both McArthurGlen Designer Outlet Ashford and Jasmin Vardimon to engage more closely with the Ashford community, allowing for local schools, organisations and individuals to build further life skills through creative practices.

The space will be running masterclasses, workshops and will look to work closely with local arts organisations. The hope is to be able to provide a well-rounded creative space through exhibitions, workshops, talks, and screenings.

Peter Corr, Centre Manager of McArthurGlen Designer Outlet Ashford comments: *"Offering more than just a shopping experience has become an integral part of McArthurGlen Designer Outlet Ashford. It is very important to us to give back to the community with unique experiences. We are delighted to be partnering with Jasmin Vardimon Company to introduce our guests to a new form of creativeness."*

Jasmin Vardimon, Artistic Director of Jasmin Vardimon Company also comments: *"We are hugely excited to be working with McArthurGlen Designer Outlet Ashford on the opening of the Jasmin Vardimon Pop Up Space. Over the past eight years we have made a really positive impact on culture and dance education in Ashford and this will provide an opportunity to share our experience and knowledge with the wider community of Ashford & Kent. We welcome visitors to experience all that we have to offer and be involved in shaping up our participation programme ahead of the move into our new building."*

A selection of classes will run on a 'pay as you feel' basis, the programme will offer a fun and creative approach towards improving health and wellbeing for all ages and abilities.

Workshops are bookable online via the Jasmin Vardimon website. The Pop Up Space will be open from the 16th January 2020 through to the end of June 2020. www.jasminvardimon.cpm/popupspace

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Classes available will include:

- **Parent/carer & child creative movement play**
Guided session for preschool aged children and parents/carers. A playful introduction to dance and movement where grown-ups and little ones can explore, create and move together.
- **Children's creative dance (ages 9-12)**
A fun and exciting introduction to creative dancing. These classes are designed to encourage expression and creativity alongside building confidence and working together. No previous dance experience required.
- **Professional movement exchange**
A programme for professional movement artists. Artists will be invited to share their practice in exchange for free classes alongside a drop-in option for those just wanting to participate.
- **Dance for vitality (50+)**
This session is designed for those aged 50+ to encourage vitality and wellbeing. An appropriate and energising warm up will be followed by exploration of a variety of dance techniques and creative movement tasks.
- **Stretch and strengthen (18+)**
A rejuvenating class that draws upon yoga and Pilates techniques. Designed to improve flexibility, strength and alignment these classes are a great way to improve health and wellbeing.
- **Youth dance technique (ages 13-18)**
A class for young people wanting to develop their dance technique. Through ballet and contemporary training participants will focus on core principles such as alignment, coordination and musicality.
- **Creative contemporary (18+)**
Open to all levels of experience this energising dance class will be based on contemporary dance technique through creative exploration. Following a warm up, participants can learn movement sequences alongside creative movement tasks and improvisation.
- **Dance style taster class (14+)**
A fun class that provides the opportunity to try out a variety of dance styles whilst developing skills and fitness. The class will focus on a different dance style each week. Open to all levels of experience. Styles such as, Contemporary Ballet, Capoeira, Voguing, Bollywood, Commercial will be available to try.
- **Family Workshop**
Explore the works of Jasmin Vardimon Company in this creative workshop for grownups and children to create playfully together. Creative movement, games and exploring props and objects will accompany an insight into Jasmin Vardimon's work through fun and engaging activity.

- **Jasmin Vardimon Youth Company**

The Jasmin Vardimon Youth Company is an advanced group for young people who are passionate about dance and want to develop their skills in physical dance theatre through working with an internationally renowned company. Following warm up participants will develop dance skills and confidence, learn movement sequences and explore creative tasks and improvisation. Term time weekly sessions often culminate in performance opportunities.

NOTES TO EDITORS

About McArthurGlen Group

McArthurGlen Group, Europe's leading owner, developer and manager of designer outlets, was founded in Europe by the Kaempfer Partners in 1993. The pioneer of designer outlet retailing in Europe, McArthurGlen has since developed 655,000 sq m of retail space. The company currently manages 24 designer outlets in nine countries: Austria, Belgium, Canada, France, Germany, Greece, Italy, the Netherlands and the UK delivering total portfolio revenues of over 4.5 billion euros a year.

The centres are home to the most sought-after luxury and premium brands, and offer over 90 million fashion-loving customers year-round savings in vibrant, high-quality shopping environments.

In 2013, McArthurGlen became a joint venture between the Kaempfer Partners and Simon Property Group Co. (NYSE SPG), a global leader in the ownership of premier shopping, dining, entertainment and mixed-use destinations.

About Jasmin Vardimon

Jasmin Vardimon Educational Company is supported by: Kent County Council, & Arts Council England.

A leading force in British dance theatre for over twenty years, Jasmin Vardimon has built a reputation for challenging, exciting and visually stunning dance and continues to add to the body of critically acclaimed, artistically respected yet accessible work both for the company she formed in 1998 and for some of the leading dance companies across the world. Born and raised in Israel, she has been an Associate Artist at Sadler's Wells since 2006, Jasmin has also been recognised with the positions of Associate Artist at The Place in 1998 and at Yorkshire Dance as a Partner from 1999 – 2005. In 2014 she was awarded an honorary doctorate from University of London.

Enjoying sell-out performances across the UK and internationally, Jasmin Vardimon Company's other works include: Medusa ('Majestic. Vivid. Fascinating' - British Theatre Guide) Carlo Collodi's classic fairy tale, Pinocchio ("Simple yet elaborate, stark but magical, Pinocchio is a pretty impressive achievement" – The Times), Freedom ('Breathtaking, mesmerizing and frequently thought provoking' – South Wales Echo), 7734 ('Theatrical gold. Piercingly powerful' – Daily Telegraph) Yesterday ('Beautiful. A deft theatrical touch' – The Observer), Justitia ('Terrific – stylishly designed, vividly played' – The Guardian), Park('Extraordinary... sexy and beautiful' – New Statesman), Lullaby ('Dangerous and beautiful impassioned and remarkable' – Daily Mail). In 2015 Jasmin Vardimon Company collaborated with The Turner Contemporary in Margate, Ron Arad and artist Guy Bar-Amotz on the critically acclaimed immersive performance Maze ("A sense of magic" – The Guardian).