



GreenNOW

For more than two decades DanceNOW [NYC] has followed a green path. Without a performance venue of our own to maintain and power, and an office that exists only online, we have made our own way without expending unnecessary resources. Our focus has been on resourcefulness and creativity, discovering the new, renewing the old and reclaiming dance as an integral part of our lives.

In seeking creative ways and alternative spaces to bring dance and community together, we have developed vital partnerships with other arts organizations, sharing resources to create distinctive events that enhance a shared mission to connect new audiences to dance and build ongoing relationships with urban dance innovators that challenge, sustain, and move the art form forward.

Vision

At the core of our new GreenNOW campaign is our 'less is more' approach to performance that is reflected in our signature 'short takes' program format that has been the pillar of the organization since 1995. To this purpose, DanceNOW [NYC] encourages artists to explore the challenge of creating work that is marked by brevity but still far-reaching in its clarity, influence and effect. Offering these bite-size choreographic gems of 7 minutes or less side by side in showcase format, we are able to offer the avid fan and newcomer to dance uniquely different cultural events that portray the vast diversity, passion and innovation of today's New York City dance makers.

Bending the rules, exploring the untried and defying the standard, DanceNOW [NYC] invites audiences to journey through the storyland of artistic voices that make up the New York City dance community and discover, connect with and "Find a New Artistic Crush."

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