

Anna Brady Nuse, Director of Movement Media, Pentacle, United States
Paper: "Thoughts on Curating – How to Bring About a Shift in Perception"

Screendance, while growing as a genre worldwide, is still basically unknown in American culture at large. Even within the field of dance, most choreographers and dancers in the United States believe they are unable to name a single work of screendance. The problem is that so many dances for screen is perceived to be part of another genre, be it music videos, advertisements, or experimental films. Screendance as a genre is a foreign concept to the typical viewer, but only a slight shift of perception is necessary to render it familiar and identifiable. To help bring about this shift in perception in my own dance community, I have started a monthly screening series in which I invite guest artists to curate evenings of films and videos that have inspired their work with dance. In compiling their programs, my guest curators discover the knowledge they already have about media and dance and are able to share their insights in ways that other dancers can easily relate. This simple curated series has raised awareness for the genre in my community and is laying a seed for future creativity and experimentation in the form. Like the Judson Dance Theater, Jonas Mekas' New American Cinema Group, and more recently Richard Linklater's Austin Film Society, forming an artist-driven curating collective for screendance has the ability to galvanize a community, inspire new work, and further the boundaries of the art form.

Anna Brady Nuse is a choreographer, filmmaker, writer and producer. In 2002 she formed Straight to the Helicopter, a New York-based multimedia production company to create dance works for performance, video, television, and new media formats. Her work in videodance has included directing and choreographing her own short videos that have played at the Philly Fringe Fest and the BAC International Film Festival. From 2004-2006 she produced a cable access television series in New York City called *Move the Frame*, featuring videodances from across the country and around the world. In August 2006, Nuse received a grant from the US Embassy: Cultural Affairs Division, to present at Danzlenz, a seminar on dance film organized by the Kri Foundation in New Delhi. In 2007, Nuse was the Festival Coordinator of the Dance Films Association's 35th Annual Dance On Camera Festival. Currently she publishes *Move the Frame*, a videodance blog hosted on GreatDance.com (greatdance.com/movetheframe), and curates *Kinetic Cinema*, a monthly film series at Collective:Unconscious. Other projects in development include a new videodance entitled *Fünf 'n' Twist* to be completed in spring '09. Starting in July 2008 she will become director of Movement Media, a new division of the arts service organization Pentacle, providing programs and services in web/video marketing for dance artists. Nuse is currently earning a graduate certificate in Media Management at the The New School University in New York City.