

Tanz medial





Our world is becoming digital.



As internet-users, we keep ourselves informed, discuss, follow and share developments online. We are fascinated by digital images and stories. Our culture is becoming digital.



Dance has a digital side to it.
Dance inspires film and vice versa. Movement, expression and emotions shape film – just as a film is first created through editing, so is choreography created from perspective and rhythm.





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The only question is, how?

Tanz medial

During the Tanzjahr 2016, the Tanja Liedtke Stiftung and Dachverband Tanz started the joint initiative "Tanz medial" in order to strengthen the media presence of dance. The long-term aim: to portray dance to a wide audience as an artistic means of expression – physically present and intellectually reflective, emotional and visual.



In three discussion forums, along with presentations, discussions about technical and aesthetic developments, as well as through public events, "Tanz medial" brought over 100 dance artists, dance film-producers, researchers, media professionals and promoters of culture together.



For the first time, the various participants from "Tanz medial" came together: dance film-makers held discussions with film-producers about how dance on-stage can be translated into the language of film. Dance film festivals like POOL, Tanzrauschen or Choreographic Captures revealed great public interest in dance in film and dance video-art.

Future-orientated technologies such as 3D and 360o photography were presented in the Heinrich Hertz Institut in Fraunhofer and in the Media City Atelier before being tested by dance artists.

In addition, internet platforms such as www.numeridans.tv and www.tanzweb.org show how attractively contemporary dance can be presented on the internet. The diversity of dance even in the context of more recent history can be seen in editorially managed online platforms.





An interest in new, interactive forms of dance-film and dance video-art was sparked in the media - Mitteldeutscher Rundfunk, Westdeutscher Rundfunk, ARTE, ZDF.



For the first time, a large network was formed of all those who present dance in film i.e. video and who, in doing so, want to reach a wide audience.



Zukunftsperspektiven

Dance can reach a wide audience through the media. However, media presentation also requires an own aesthetic. Filmed choreography can be important for the purposes of documentation, but it does not always match media consumers' viewing-habits. This becomes apparent through 3D and 360° images as well as through virtual reality applications, as only with aesthetic concepts and specific narratives which connect the viewer directly with choreography and space can the emotion and intelligence of contemporary dance be conveyed in the media. New artistic formats in dialogue with stage-performance, dance culture and the digital world are being sought after: Tanz 3.0





Tasks

Financial support is needed to present dance in the media, to develop new formats, whether in artistic development or in dance education. Cultural promoters in politics, the media and the creative industry came together in the framework of Tanz medial. Digitalisation is the topic of culture promotion.



The ideas and experimental working-phases of dance artists on the one hand, and laboratories and workshop venues on the other hand, are needed to create a dialogue between aesthetic research and new technology.



Dachverband Tanz Deutschland will seek out further partners for these developments, in order to implement aesthetic experiments and digitalization projects.



A digitalization campaign for dance will be set in motion, in dialogue with public and private sponsors.



Tanz medial

a project by Dachverband Tanz Deutschland and the Tanja Liedtke Stiftung,
in cooperation with

18th May 2016 | Hamburg | Speicher am Kaufhauskanal

12nd December 2016 | Berlin | HHI Fraunhofer Institut Berlin

22nd / 23rd May 2017 | Leipzig | LOFFT. Das Theater | Oper Leipzig | Media City Atelier



Dachverband Tanz Deutschland
Eine Stimme für den Tanz!



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