

MEDIA RELEASE

AUSTRALIAN DANCE THEATRE MOVES OFF THE STAGE AND INTO AN ICE CUBE THIS WEEK ON RUNDLE MALL

14 July 2014: To coincide with school holidays, Australian Dance Theatre is delighted to announce that the *Ice Cube* will be the first major project to feature as part of the new *Adelaide Embedded* program this week in Rundle Mall.

Australian Dance Theatre Artistic Director, Garry Stewart conceived the *Adelaide Embedded* project to bring the world renowned company and its dancers out of the studio and theatres and into the community to connect with South Australians on “the street.”

“*Ice Cube* is the first in a series of *Adelaide Embedded* initiatives. It will be a visually breathtaking, unexpected surprise for all who get to experience it. The 3m square clear perspex cube will feature bespoke performances by the Australian Dance Theatre dancers and entertain audiences and dance lovers alike.

“*Adelaide Embedded* has been designed for South Australians. We want to make contemporary dance more accessible and this initiative is our way of doing that,” he said.

The *Ice Cube* is a different take on the ‘pop up’ performance. It will be used as a portable performance space and give audiences a distinctive and unexpected experience of dance art in a variety of Adelaide hot spots. It can be placed in any environment, particularly on the street, gallery spaces or shop windows. Which means it can happen anywhere, anytime!


The *Ice Cube* will be joined by other *Adelaide Embedded* initiatives such as the *Dance Marathon*, *Three Meters of Dance*, a *Forum Series* and *Home Art*.

The *Ice Cube* performance is free and scheduled every day on Rundle Mall (outside the Apple Store) from Thursday the 17th until Saturday the 19th of July 2014. There are three, 20 minute performances a day at 12pm, 1pm and 2pm. Each performance will be different, so make sure you see them all.


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#AdelaideEmbedded #ADTIceCube

Australian Dance Theatre – Celebrating 50 Years in 2015

Australian Dance Theatre has a rich history full of wonderful stories and achievements that have lead it to its current world-class status, a dancing phenomenon that continues to push new boundaries across the globe, making it one of Adelaide’s and Australia’s greatest exports and ambassadors today.

Dr Elizabeth Cameron Dalman OAM and patron for the 50th anniversary celebrations founded the Australian Dance Theatre in 1965 after she was inspired by her experience in New York and by the Australian environment. It was the first time modern and contemporary dance was taught in Australia.

Since then, the Australian Dance Theatre has grown to be one of the most influential dance companies in the country and has been producing consistently great repertoire since it was formed.

Australian Dance Theatre is highly regarded within Australia and beyond. Under the artistic direction of Garry Stewart since the end of 1999, the Australian Dance Theatre embarked on a remarkably successful artistic trajectory that has distinguished it as a daring, exciting and highly skilled ensemble. As a result, they enjoy an enviable national and international reputation and is currently regarded as one of the most widely recognised contemporary dance companies in the world.

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