

**Noemie Lafrance** is an award-winning choreographer known both for her acclaimed artistic career producing live dance performances and dance films that use the city as a stage, and for her innovative approach to commercial work.

Sought after for her distinctive cutting-edge style and her ability to work with large groups of trained and untrained dancers, Noemie brings imaginative and high-quality choreography work to commercials, music videos, feature films, concerts, Olympic-size ceremonies and live events.

For her, choreography is more than just dance steps. It is the rhythm and movement of all parts of an image. As a site-specific choreographer, Noemie brings the architecture of a space, camera movement, and choreography all together.

Noemie has choreographed for music artists such as Justin Timberlake, Alicia Keys, Carly Rae Jepsen, Rita Ora, Feist, David Byrne, and Snow Patrol. She has created work for brands such as Apple, Nike, Coca-Cola, Bacardi, Harry Winston, AT&T, Clark's, Smirnoff, Bloomindale's, Daffy's, Nestea, Mass Mutual, and MTV.

Her large-scale work includes the choreography of the PAN AM Games and of the UEFA Champions League Final Opening Ceremonies.

Her work on music videos and commercials have been nominated for a Grammy, won Prix Victoire de la music, and MTV, CAD, MVPA and D&AD awards. Her dance films have been selected at the Cannes Film Festival and have garnered many awards at dance films festivals around the world. As an artist she is a recipient of a Bessie Award and a Doris Duke Fund award, and she is a NYFA and Lambert Fellow.