

Noémie Lafrance

Director | Choreographer (Commercial)

AWARDS

- 2013 MTV Awards 'video of the year' for Justin Timberlake "Mirrors"
- 2009 D&AD Award for "Daffy's Fitting Dance"
- 2008 MVPA Award 'Best choreography' for Feist "1,2,3,4"
- 2008 Grammy Award (nomination) 'Best video' for Feist "1,2,3,4"
- 2008 Prix Victoire de la Musique 'Best video' for Feist "1,2,3,4"
- 2008 CAD Award 'Best Video' for Feist "1,2,3,4"

FEATURE FILMS

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|------|--|--|---------------|
| 2019 | "Silent Retreat" Dir: Todd Strauss-Schulson | Miramax/Dharma Productions LLC/NYC/LA | Consultant |
| 2015 | "Basmati Blues" Dir: Danny Baron | Baron Films/ Firecracker Prod, LA/NYC/Mumbai | Choreographer |
| 2012 | "My Prairie Home" Dir: Chelsea McMullan | National Film Board of Canada, Toronto | Choreographer |
| 2007 | "Sleepwalkers" Dir: Doug Aitken | MoMA, NYC | Choreographe |

MUSIC VIDEOS

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|------|---|--|----------------|
| 2018 | Amanda Palmer "Mr Weinstein Will See You Now" | Eight Foot Records/Sens Production, NYC | Director |
| 2017 | Feist "Century" Dir: Scott Cudmore | Interscope Records/Revolver Films, Toronto | Choreographer |
| 2017 | Rita Ora "Your Song" Dir: Michael Haussman | Atlantic Records UK/Pulse, Vancouver | Choreographer |
| 2016 | Galantis "Love On Me" Dir: Dano Cerny | Atlantic Records/ Bangkok | Choreographer |
| 2016 | Mo "Drum" Dir: Quentin Jones | Sony Music Ent/RSA Films, NYC | Choreographer |
| 2015 | Carly Rae Jepsen "I Really Like You" Dir: Peter Glanz | Interscope Records/Umusic, NYC | Choreographer |
| 2015 | Sleigh Bells feat Tink "That did it" Dir: Grant Singer | Redbull/Paradoxal Inc, NYC | Choreographer |
| 2013 | Justin Timberlake "Mirrors" Dir: Floria Sigismondi | RCA Music Group/Black Dog Films, NYC | Movement Coach |
| 2012 | Snow Patrol "In the End" Dir: Brett Simon | Universal Records/DNA, LA | Choreographer |
| 2011 | Snow Patrol "Called Out In The Dark" Dir: Brett Simon | Universal Records/DNA, LA | Choreographer |
| 2008 | Feist "I feel it all" Dir: Patrick Daughters | Polydor France/Directors Bureau, Toronto | Movement Coach |
| 2007 | Feist "1,2,3,4" Dir: Patrick Daughters | Interscope Records/Revolver Films, Toronto | Choreographer |
| 2007 | Feist "My moon my man" Dir: Patrick Daughters | Interscope Records/Revolver Films, Toronto | Choreographer |

COMMERCIALS

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|------|---|---|----------------|
| 2022 | Waterloo Dir: Scott Cudmore | Good Company | Choreographer |
| 2019 | Mass Mutual Dir: Mark Albiston | Johannes Leonardo/ Chirp Film, Charlotte | Choreographer |
| 2018 | Qualcomm 5G Dir: Alan Bibby | McCann/Chirp Film, Charlotte | Choreographer |
| 2018 | Girls Who Code Dir: Kathryn Furgerson | Yours Truly Creative /Beleive Films, LA | Choreographer |
| 2017 | Suntory "Black Oolong Tea" Dir: Koichi Iguchi | Sun-Ad Company/Downtown Reel, LA/Tokyo | Choreographer |
| 2016 | Contrave "All in your Head" Dir: Olivier Gondry | Y&R/A White Label Product, Mallorca Spain | Choreographer |
| 2016 | Chico "Fall Campaign" Dir: Pamela Hanson | Pure Growth Partners/Identity NYC | Choreographer |
| 2016 | Orbit "MTV/VMA Awards" Dir: Patrick Cummings | Viacom/NYC | Choreographer |
| 2013 | Domyos "Tai-Chi Hop" Dir: Stephanie Di Giusto | Les Telecreateur/The Kompany, LA/Paris | Choreographer |
| 2013 | Harry Winston "Love Madly" Dir: Poppy de Villeneuve | Everyone & Company, NYC | Choreographer |
| 2012 | Sprint "Evo Choir" Dir: Vincent Haycock | Leo Burnett Chicago/Logan, LA | Movement Coach |
| 2012 | Smirnoff "Cake-Caramel" Dir: AB CD CD | JWT/Partizan/Sienna Films, LA, Paris | Choreographer |
| 2012 | Bacardi "Historical Videos" Dir: AB CD CD | Johannes Leonardo/Partizan, LA/Paris | Choreographer |
| 2011 | US Bank "Flash Mob" | An Epic Company/Snippies, Seattle/ NYC | Choreographer |
| 2011 | AT&T "Music To You Flash Mob" | An Epic Company/Snippies, NYC | Director |
| 2011 | Coca-Cola "Happy Energy" Prod: Jim Czarnecki | Johannes Leonardo/Full on Service Inc., NYC | Choreographer |
| 2010 | Nike "Free" Dir: Barnaby Roper Photo: Denis Darzac | Ceft and Company/Flynn Productions, NYC | Movement Coach |
| 2010 | Kellogg's "Special K 9 Flavors" Dir: Kathi Prosser | Leo Burnett/Partners, Toronto | Mov Consultant |
| 2010 | Cervarix "Dance" Dir: Mikon Van Gastel | McCann Erickson/AVSO, NYC | Choreographer |
| 2010 | Bloomingdale's "Flashmob Dance" | Bloomingdale's/The Custom Family, NYC | Director |
| 2009 | Daffy's "Dance" Dir: AB CD CD | Johannes Leonardo/Paranoid US, NYC | Choreographer |
| 2008 | Nestea "Feel the Goodness" Dir: Alex Smith | Lowe Roche/Industry Films, Toronto | Choreographer |
| 2007 | Clarks "Shopping/Gallery" Dir: Patrick Daughters | St-Lukes/Blink Productions, London | Choreographer |
| 2007 | Ipod Nano 3G "Stacks" Featuring Feist "1,2,3,4" | TBWA | Choreographer |

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LIVE CONCERTS, TOURS & OPERA

2016	UEFA Opening Ceremony w/Alicia Keys	UEFA/Filmmaster Events/Circo de Bakuza, Milan	Dance Supervisor
2015	Pan American Games Opening Ceremony	Cirque Du Soleil, Toronto	Choreographer
2014	"Black Box Project" (Interactive Performance)	Sid Lee Entertainment, Montreal	Director
2012	"Dressing Room" (Fashion Show)	Sensation Mode: Festival de Mode & Design, Montreal	Director/Choreo
2008	David Byrne (World Tour)	Todomundo, NYC/International	Choreographer
2008	"King Rogers" & "Harnasie" (Opera)	Fisher Center for the Performing Arts, NY	Choreographer
2007	Feist (Live Concert)	Interscope records, Toronto	Choreographer

DOCUMENTARIES FEATURING ARTIST

2012	"Look at What the Light Did Now" Dir: Anthony Seck	Documenting Feist's creative process	Featured
2009	"Ride, Rise, Roar" Dir: Hillman Curtis	Documenting David Byrne's tour	Featured
2007	"Pool Party" Dir: Beth Aala	Documenting the reopening of McCarren Park pool	Featured
2005	"Noir" Dir: Michael Blackwood	Documenting the making of "Noir" by Noemie Lafrance	Featured

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TEACHING - CLASSES & WORKSHOPS

2020	MFA Dance Program	Slippery Rock University, PA	Guest Artist
2015	Screendance Workshop	WKCD & Jumping Frames, Hong Kong	Workshop Leader
2015	"The Takeover" Site-Specific Festival	Harlem Stage	Mentor
2015	Dance Festival in Educational Setting	De-La-Salle High School, Ottawa	Honorary Mentor
2013-14	Dance on Camera Workshop	Experimental Film Virginia, Cape Charles	Guest faculty
2011	Site-specific Workshop	KultureKraft Syd, Malmo	Workshop Leader
2007	MFA Dance Summer Program	Bard College, NY	Teaching Artist
2007	Dance Across Borders	Bard College, NY	Teaching Artist
2003	MFA Dance Program	Purchase College, NY	Teaching Artist

TALKS

2015	New Works Forum - Screendance	Agnes B Cinema, Hong Kong Arts Center, Hong Kong
2015	Dance NYC Symposium	Gibney Dance Center, NYC
2014	Collective Design and the City	The New School, NYC
2013	Video Art Pannel	Neuehouse, NYC
2011	Festival of Ideas for New York City	Joe's Pub/Public Theater, NYC
2011	Philadelphia Live Arts Festival and Philly Fringe	Philly Fringe Festival, Philadelphia
2009-13	Ailey/Fordham University Senior Seminar class	Alvin Ailey School, NYC
2008-15	Florida State University MFA Program	Florida State University
2010	Department of Art and Art History	Colgate University, NY
2010	APAP 2010-Artists at the Core - Track Session	APAP Conference at the Hilton, NYC
2009	Site-Specific Performance and the City	Martin E. Segal Theatre Center, CUNY Graduate Center, NYC
2007	Dance Across Borders Symposium	Bard College, NY
2004	Movement in Uncommon Spaces: Graham & Noguchi	Whitney Museum, NY

AWARD JURY & PANNELS

2015	ADC Annual Award - One Club for Creativity	Montreal, Canada	Jury Member
2012-15	Wassaic Project	Harlem, NY	Selection Committee
2010	Canada Art Council	Ottawa, Canada	Grant Pannelist
2004	Lower Manhattan Cultural Council	NYC	Grant Pannelist

PUBLISHED ARTICLES, BOOKS & PUBLICATIONS FEATURING ARTIST

2018	9/11 Changed the Way They Saw It by Sally Sommers	Perspectives on American Dance Vol 2: The New Millennium
2018	Choreography for Audience by Noemie Lafrance	Canadian Theater Review special issues: Choreography of Assembly
2015	Performance Now by RoseLee Goldberg	Thames and Hudson
2014	"Dance in Museums" by Noemie Lafrance	Critical Correspondence/ Movement Research
2014	"Profiting from Dance" by Noemie Lafrance	The Brooklyn Rail
2013	"Bodies as Media" by Noemie Lafrance	Huffington Post
2012	Emergency INDEX : Volume 2 by Yelena Gluzman	Ugly Duckling Presse
2010	World of Art: Ballet and Modern Dance book"	Thames and Hudson
2004	Singular Forms (Sometimes Repeated)	Guggenheim Museum

ARTIST AWARDS & GRANTS

2013	Alpert Award in the Arts (nominations 2008 & 2013)
2013	NYFA Fellowship in the Arts (Choreography)
2008	Doris Duke Exploration Fund Award
2004	Bessie Awards 'Best choreography' for "Descent"
2003	Lambent Fellowship in the Arts from the Tides Foundation
	Rockefeller MAP (2004-2005-2008-2013), Greenwall Foundation (2004-05), Rodney White Foundation (2002-04) Leon Levy Foundation (2005-08) The O'neil Foundation (2012) Canada Council for the Arts (2002-15), National Endowment for the Arts (2004-08), NYC Department of Cultural Affairs (2004-2014), NY State Council on the Arts (2004-14), Lower Manhattan Cultural Council (2010), Quebec Government House in NY (2003-11) Altria Group (2005-06) EMPAC dance film commission (2008)

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ARTISTIC WORK: PERFORMANCES

2019	"Derives"	The Bentway/ Sens Production, Toronto	Director/Choreo
2017	"Infinite Landscape"	La Fonderie/Axeneo7, Gatineau	Choreographer
2012	"Choreography for Audience"	Irondale Theater/ Beat Festival, Brooklyn	Director/Choreo
2011	"White Box Project"	Black & White Gallery, Brooklyn	Choreographer
2010	"Melt"	The Salt Pile in NYC	Choreographer
2009	"Home"	Sens Production Studios, NY	Choreographer
2008	"Melt" (tour)	Festival Transamériques, Montréal	Choreographer
2008	"Melt" (tour)	Mellemrum/ Copenhagen, Denmark	Choreographer
2008	"Melt" (tour)	SESC/São Paulo, Brazil	Choreographer
2008	"Manor Field"	Fisher Center Bard College/ NY	Choreographer
2008	"Rapture"	Fisher Center Bard College/ NY	Choreographer
2007	"Manor Field"	Fisher Center Bard College/ NY	Choreographer
2007	"Rapture" (work in progress)	Fisher Center Bard College/ NY	Choreographer
2006	"Agora II"	McCarren Park Pool / Brooklyn NY	Choreographer
2006	"Invasion"	Fort Jay/ Governor's Island/ Dancing in the Streets NYC	Choreographer
2005	"Migrations"	The Whitney Museum at Altria/ NY	Choreographer
2005	"Agora"	McCarren Park Pool / Brooklyn NY	Choreographer
2004	"Invisible sins of Fort Adams"	Fort Adams / Island Moving Co., Newport RI	Choreographer
2004	"Invisible sins of Fort Adams"	Fort Adams / Island Moving Co., Newport RI	Choreographer
2004	"Unseen: Landscape"	Neuberger Museum, NY	Choreographer
2004	"Between You & Me"	PS 122 / "Dance Off", NYC	Choreographer
2003	"Noir"	Whitney Biennial/Danspace Project NYC	Choreographer
2003	"Melt" (work in progress)	Black & White Gallery/Brooklyn	Choreographer
2003	"Descent"	Criminal Court House/ NYC	Choreographer
2002	"Descent"	Criminal Court House/ NYC	Choreographer
2001	"Immersion 1- Descent"	Criminal Court House/ NYC	Choreographer

ARTISTIC WORK: SHORT FILMS

2015	"A Conversation With Space" (20 min)	Sens Production	Director/Choreo
2014	"Matter and Memory" (6 min)	Sens Production, Experimental Film Virginia	Director/Choreo
2012	"Choreography for Audience - Take One" (5 min)	Sens Production, CBC	Director/Choreo
2010	"Melt" (10 min)	Sens Production, BravoFACT!	Director/Choreo
2009	"Eyes, Nose, Mouth" (10 min)	Sens Production, Empac, CBC	Director/Choreo
2008	"Rapture" (5 min)	Sens Production, BravoFACT!	Director/Choreo
2003	"Descent" (10 min)	Sens Production	Director/Choreo

SHORT FILM FESTIVAL AWARDS (most prominent)

2011	Cannes Film Festival "Short film Corner"
2012	InShadow International Festival of Video, Performance, and Technologies - "Best Female Interpreters"
2011	Rochester International Film Award
2011	New Jersey International Film Festival "Best Experimental Film Award"
2011	International Screendance Festival-American Dance Festival "Certificate of Distinction For Merging Screendance & Visual Art in a Compelling Film"
2011	New Orleans Film Festival Award Finalist
2011	International Film Festival Ireland Award Nomination
2011	FILMETS Badalona Film Festival Award Nomination
2011	CINEDANS Film Festival - In Competition
2011	InShadow - International Festival of Video, Performance and Technologies - In Competition
2010	New Jersey International Film Festival 'Best Experimental Film Award'