



RAPTURE

BODYRHYTHMARCHITECTURE

THE RAPTURE SERIES

celebrates **Frank Gehry's** architecture in movement with site-specific dance installations by choreographer **Noémie Lafrance** performed on ten Gehry-designed buildings worldwide.

Frank Gehry, renowned for sculptural masterpieces such as Guggenheim Museum in Bilbao, wants his undulating roofs to become dance floors. -Tony-Allen Mills – THE SUNDAY TIMES, London UK

Staged on the exterior surface of Gehry buildings, the *Rapture* performances feature dancers traveling across the roofs and walls using custom rigging systems and video mapping projections to reveal the dynamics of the architecture's curves in motion.

Sponsored by Tiffany & Co and produced by Sens Production, the *Rapture Series* is traveling to ten Gehry designs around the world including:

Walt Disney Concert Hall - *Los Angeles*
Pritzker Pavilion - *Chicago*
IAC - *New York City*
Weisman Art Museum - *Minneapolis*
Experience Music Project - *Seattle*
AGO - *Toronto, Canada*
DZ Bank - *Berlin, Germany*
The Guggenheim Bilbao - *Bilbao, Spain*
The Guggenheim Abu Dhabi - *Abu Dhabi, UAE*
Fisher Center for the Performing Arts - *New York*





"Rapture" held the viewers spellbound, a breathtaking performance. -Debra Gilbert – WILLIAMSBURG GREENPOINT NEWS+ARTS

THE PROJECT

This groundbreaking series by visionary site-specific choreographer Noémie Lafrance, features dance installations created for ten selected Gehry buildings in response to their architecture. First performed on the Fisher Center for the Performing Arts at Bard College in 2008, the ten *Rapture* performances form a series of public works that bring elements of choreography, architecture, contemporary arts and film together in a new artistic hybrid.

The multi-city 5-year project will include performance runs of up to four weeks in each of the ten metropolitan cities to be attended by an audience of 20,000 per city, reaching over 200,000 constituents and millions of impressions worldwide. The first ever site-specific work of this scale estimated at \$5,000,0000, initiates a new funding model to support the not-for-profit art project. The *Series'* funding scheme will include box office revenues, sponsorships, private/public funding and creative merchandise such as a short film collection, books, photographs, and other derivative artistic products.



Breathtaking poetry. -Claudia La Rocco - THE NEW YORK TIMES

INSPIRATION

The undulating shapes elevated between earth and sky, created by Gehry are of pure movement essence; evoking the lightness of clouds or the weight of eroded hills and valleys, they inspired the creation of *Rapture*. Like an ascent into the sky or a descent on earth, “rapture” is an act of seizing, carrying off, or transporting one from one state to another. Suspended in between two states, two places or two moments, *Rapture* transcends the architecture's inherent movement into physical motion.

-Noémie Lafrance



The choreography of "Rapture" embodies the visual energy of Gehry's undulating design. -John Jurgensen – THE WALL STREET JOURNAL

CHOREOGRAPHY

Based on concepts of repetition, evolution and accumulation, the choreography will create an orchestration of rhythms and patterns in response to topography that reveal the dynamics of the architecture's curvilinear structure. Through gravity defying physicality, dancers will travel across the outside surface of the building's roofs and walls, expressing its ecstasy, lightness and freedom. The distinct choreographic language will trace the architecture and redefine the perception-altering structure in movement, making the man-made landscape sing.

MUSIC

Original music composed for *Rapture Series* will blend live orchestrated classical scores with pre-recorded electronic music. A composition of found sound inspired by the metallic structures will be created for each building by award-winning composer Janek Schaefer (*AudiOH! Recordings*) and overlapped with classical arrangements by Michael Jennings (*Massive Attack*) performed by a live orchestra.



Like birds soaring into the night. Her dancers were in flight. -Paula Dietz – FINANCIAL TIMES

RIGGING

Gravity Design will provide custom rigging for *The Rapture Series*. Gravity Design, (*Cirque du Soleil, Bandaloop*) is the industry leaders in custom installations for dance and circus. They specialize in setups that are retrofit to existing structures using kinetic rigging with force management involving live loads (people). Each rigging system is designed for specific sections of a building and is manually operated by riggers during the performance. Dancers are retained by ropes that allows them to perform on the outside walls of the buildings with a different response to gravity depending on the area's specific topography.

PROJECTIONS

Using the latest 3D video mapping technology, we will create unique visuals that will be projected onto the buildings and interact with the dancers and the architecture. Video mapping involves an extensive architectural mapping of an original structure so as to overlay a 3D moving image on the surface of the structure and create the illusion that the structure is moving. This will allow us to superimpose bodies and architecture in motion. Combining 3D animated and original footage will offer a spectacular range of possibilities for interaction with the choreography, resulting in a sensory experience enlivening the building in multiple dimensions.



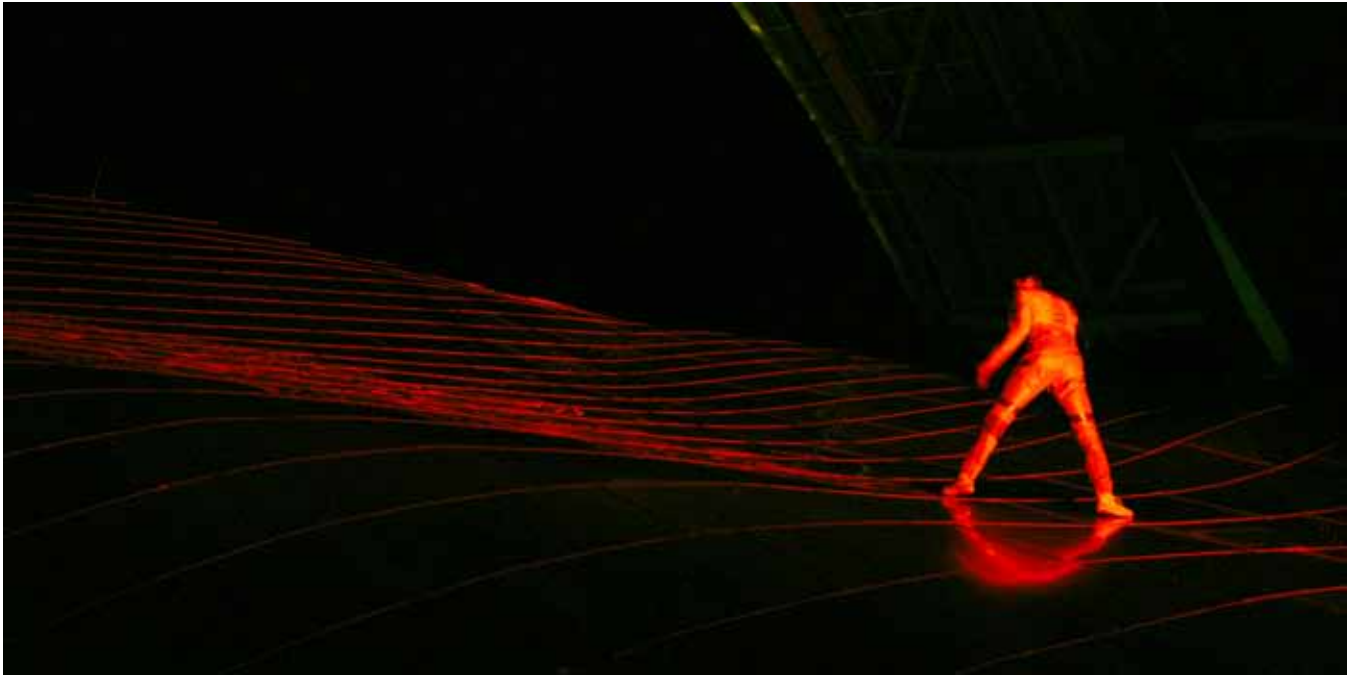
Lafrance's larger project—to use human energy to transform a public space, to bring a part of the city back to life. -Tom Phillips - DANCE VIEWS TIMES

NOÉMIE LAFRANCE

Noémie Lafrance is an acclaimed site-specific Choreographer, Director and Producer known for her innovative use of public spaces and architecture. Her work both reclaiming the public space and creating interactive theatrical experiences was said, by *La Presse*, to have “changed the fabric of New York City”. Lafrance’s large-scale dance installations invite audiences to immerse themselves in the architecture of their city, and offer them new vantage points from which to view the world.

Her epic work *Agora* was seen by over 15,000 in New York City and reopened the McCarren Park Pool site to the public. Staged in a stairwell designed by Stanford White, her signature work *Descent*, recipient of 2 **Bessie Awards**, was named “best performance of the year” in **The New York Times** and **Time Out NY**, and was performed over 80 times in NYC.

Lafrance is a recipient of a **MVPA award** for the choreography of Feist’s “1,2,3,4” music video, which was nominated for a **Grammy Award** and several awards internationally. She is a **Lambent fellow**, and her work was presented and received awards in prestigious festivals and venues internationally including the **Whitney Biennial**, **Festival TransAmérique**, and **Festival de Cannes**. She has also choreographed for opera, visual arts, film and television, collaborating with prominent artists such as Feist, David Byrne, Doug Aitken, Patrick Daughters, and many others.



SENS PRODUCTION

Sens Production is the industry leader in the production of live performances and dance films that integrate choreography with urban architecture. Founded 2001, Sens has produced dozens of large-scale dance installations and films in some of the most challenging urban sites, and presented its work in prestigious venues and festival around the world.

Sens' high production values and innovative approach to creation, production, PR and marketing has attracted record breaking audiences, resulting in sold out shows and extended runs. The acclaimed work Sens Production has produced has been featured in publications and on media venues such as **The New York Times, Vogue, The New Yorker, The Architectural Digest, TIME Magazine, London Times, LA Times, NPR, A&E and CBC**, and has received public and private funding from NEA, NYSCA, DCA, Rockefeller Foundation, Leon Levy Foundation, and many more.

ADVISORY COMMITTEE

Leo Premutico, Creative Director, *Johannes Leonardo* (Google, Coca-Cola, TED, Chanel, Clarins)

Jane Reid, Business & Communication Strategist, *TSD Communications* (The Body Shop, MIT, Napster, Harvard)

Lou Sagar, Branding & Merchandising, *Old School Ventures* (The High Line, Lady Gaga, e-Bay, MOMA, Ai Wei Wei)

Steve Tate, Broadway Marketer & Theatre Producer, *Tate Theatrics* (RENT, Blue Man Group, A Chorus Line)



She brings her choreography and my architecture together. When you think of the movement in the curve of my buildings- dynamic, soaring, kind of freeing – dancing on them makes sense. I think it's beautiful! -Frank Gehry – LA TIMES

FRANK GEHRY

Frank Gehry is a Canadian American *Pritzker Prize*-winning architect based in Los Angeles, California. His buildings, including his private residence, have become tourist attractions. His works often are cited as being among the most important works of contemporary architecture in the *2010 World Architecture Survey*, which led *Vanity Fair* to label him as “the most important architect of our age”.

The belief that “architecture is art” has been a part of Frank Gehry’s being for as long as he can remember. In fact, when asked if he had any mentors or idols in the history of architecture, his reply was to pick up a Brancusi photograph on his desk, saying, “Actually, I tend to think more in terms of artists like this. He has had more influence on my work than most architects. In fact, someone suggested that my skyscraper that won a New York competition looked like a Brancusi sculpture. I could name Alvar Aalto from the architecture world as someone for whom I have great respect, and of course, Philip Johnson.”

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Photographs included are of the *Rapture* performances and film, at the Richard B. Fisher Center for Performing Arts, at Bard College in Annandale-on-Hudson, New York (2007-2008). Photos by Douglas Baz, Joseph Cami, Natalie Galazka, Andy Wainwright Performers: Heather Hammond, Corey Harrower, Gary Lai, Jeffrey Lyon, Chelsea O'Brian, Kevin O'Connor © Sens Production 2011
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