

THE CONTEMPORARY DANCERS

DIRECTOR

Chris Mullington

DURATION

6:40

YEAR

1988

ORIGINAL LANGUAGE

No dialogue

CATEGORY

Dance



DESCRIPTION

Ten television commercials and a two minute promo video produced for Contemporary Dancers of Winnipeg. These pieces are vignettes which are not excerpts of the company's repertoire. Instead they translate the style and feel of their choreography into the video medium. Fast-paced and humourous, these commercials were described by the Winnipeg Free Press as "cult hits", and prompted one TV station to offer free air time to run the campaign. The promotional video was part of a live satellite exchange between Winnipeg and its sister city in the Ukraine.

IMAGE FORMAT

4:3

SOUND

Stereo

KEYWORDS

Advertising, Television, Dance

THEMES

Art and culture