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 choregraphy 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