



FOR IMMEDIATE RELEASE

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For Photos/Video Please visit:

<http://www.borndancecompany.com/ford2010.html>

**“New Breath: Korean Dance Fusion”
Premieres Exotic Korean Traditional and Creative Dance
at the Beautiful Ford Amphitheatre’s Outdoor Stage**

**Born Dance Company
Artistic Director: Won-sun Choi**

Friday, July 30, 2010, 8:30 P.M., at the Ford Amphitheatre



“Life Journey” BDC, Photo by Sang-wook Ko



“Tal” by BDC, Photo by Sangkyung Kim

Hollywood, California, June XX, 2010—“New Breath: Korean Dance Fusion” combines traditional Korean dance with Korean creative dance, illuminating the harmony of East and West. The evening reflects the vision of **Won-sun Choi**, artistic director of the Born Dance Company. Korean creative dance, a form developed by Won-sun, fuses Korean traditional themes and dance movements with western style choreographic methods. The performance features dancers from the Born Dance Company and guest artists from Korea who will be performing more traditional parts of the night’s show.

The first half of the performance highlights unique classical Korean culture with **Jindo Buk-chum** (drum dance), **Sanjo-chum** (graceful movements accompanying with *San-jo*

music - famous traditional Korean folk music), **Gasahojeop** (recreated Seung-mu in the Korean dance style from the mid-1900s) and **Neo-Sinawi** (Won-sun Choi's interpretation of shamanic ritual dance). These dances are historically remarkable and representative Korean Dance masterpieces and rarely performed at all in the U.S. Guest artists from Korea, **Moon-Sook Kim** and **Sook-ja Kim**, National Treasures in Korean Dance, will perform Gasahojeop and Sanjo-chum. **Won-sun Choi**, artistic director of Born Dance Company will perform her two solo dances, Jindo Buk-chum and Neo-Sinawi.

The second half of the show brings a fusion of the contemporary style of Korean dance with more active, dramatic, and experimental representations of Korean culture. Born Dance Company's two major repertory pieces, **Tal** (mask) and **Life Journey**, will be presented. Tal is a multi-culturally recreated choreography of traditional Korean Mask Dance. Life Journey is Born Dance Company's ambitious project of visualizing and conceptualizing bodily movements on the stage with paint with images from traditional Korean painting. All these works are choreographed by Won-sun Choi, artistic director of Born Dance Company. These performances feature a renowned Korean modern dancer, **Byung-ju Yoon** from Korea in addition to the dancers of the company. Ms. Yoon is one of the leading dancers in Korea. Born Dance, a multi-cultural company, includes **Rachel Holdt**, **Kijai Salimu**, **Victoria Smith**, and **Cydney Watson**.

Special guest musical artists, **[ye;rak]**, a Korean fusion music ensemble, will also join this performance and present vibrant newly composed music written in contemporary style of Korean traditional music that will enrich this Korean cultural night at Ford theatre.

Tickets, priced at **\$25 and \$20** and \$12 for full-time students with ID and children 12 and under, are available at www.FordTheatres.org or 323 461-3673 (for non-visual media 323 GO 1-FORD). Through the Ford's early buyer incentive, adults who buy tickets on or before **July 23** pay only **\$20 and \$15**.

The Ford Amphitheatre is located at 2580 Cahuenga Blvd. East, Hollywood, CA 90068, just off the 101 Hollywood Freeway across from the Hollywood Bowl and south of Universal Studios. The grounds open two hours before showtime for picnicking. The Ford offers a number of dining options: a variety of food and beverages is available on site and box dinners for evening events may be ordered in advance. Patrons are welcome to bring their own food and drink. The Ford is disabled accessible. Portable wireless listening devices are available upon request. **On-site, stacked parking** costs \$5 per vehicle for evening shows and \$1 per vehicle for morning family shows. For evening shows only, **FREE non-stacked parking serviced by a FREE shuttle to the Ford, for evening amphitheatre performances only**, is available at the Universal City Metro Station lot at Lankershim Blvd. and Campo de Cahuenga. The shuttle, which cycles every 15-20 minutes, stops in the "kiss and ride" area.

This event is part of the Ford Amphitheatre 2010 Season, a multi-disciplinary arts series produced by the Los Angeles County Arts Commission in cooperation with Los Angeles County-based arts organizations. For a complete season schedule, directions to the theater and parking information, log on to www.FordTheatres.org.

About **Won-sun Choi** and **Born Dance Company**:

Won-sun Choi, PhD, is the founder and artistic director of Born Dance Company. Certified in Laban/Bartenieff Movement Analyst and a Certified Successor of Korean Traditional Dance. Ms. Choi has performed numerous Korean Creative dance pieces as a performer and choreographer in Kim Young-hee MUT Dance Company in Korea until 1999. Since she moved to the U.S. in 2000, Ms. Choi and her company have received grants from Korean Ministry of culture, Sports and Tourism, Korean Cultural Center Los Angeles, Ford Foundation, Los Angeles County Arts Commission, Unknown Theater, Seong Family Cultural Grant, and the Department of Dance, Music, and Asian Studies in UC, Riverside.

In 2006, Won-sun Choi founded a dance project group under the name of Won-sun Choi and dancers in collaborations with choreographers and performers, Sue Roginski, Nina Gallan, and Duanzi Cheng. In 2008, the name of the dance group was changed to Born Dance Company and has constantly presented diverse Korean contemporary multi-cultural dance projects including major repertoires such as Rendering Series: I, II, and III, Romance, Blood Memory, and Neo-Sinawi, in many small and large performance venues in Southern California. Born Dance Company performances focus on “contemporary” Korean style dance with modern performance aspects and the multi-culturally emerging artistic phenomenon on the path that connects the past and the present and the East and the West. Through collaborations and networking with diverse other cultural organizations and groups, Born Dance Company will contribute to establishment of more relevant artistic exchanges and cultural communications in the present global communities.

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