

EURO-MEDITERRANEAN INSTITUTE |



ACTIVITY REPORT

Program: Vertigo Dance Festival

Years: 2018-2021



Name of the Program: Vertigo Dance Festival

Year of activity: 2018-2021

Name of the report's writer: Adi Sha'al

Function of the report's writer: CEO and Co-Artistic Director

Mail: adi@vertigo.org.il

Phones: +972-2-6244176 | +972-52-2879900



Give the actual state of the program (where the program stands at the date of the activity report, no more than ten lines):

Today, after a three-year partnership with the EIMD, the Vertigo Dance Company has been able to successfully bring high caliber dance performances to an increasing number of audiences around the country. Our initial goal was to present the [White Noise Performance](#) in 15 peripheral cities, including: Kfar Blum, Hof HaCarmel, Yagur, Beit Gabriel Jordan Valley, Kiryat Gat, Hevel Eilat, Kiryat Malachi, Nazareth, Mizra Emek Israel, Tiberius, Netanya, Ashdod, Maalot and Arva. This goal changed in early 2020 due to the rapid onset of the COVID-19 pandemic and the ban on public performances that lasted over a year. As a result, the Vertigo Dance Company was graciously allowed to change its strategy during the last year of funding and produce an online event, the [Vertigo Dance Festival](#), uplifting thousands of viewers from all over the world during this challenging period.

Links: [White Noise Performance](#) <https://www.youtube.com/watch?v=CJzeNkEZEq0>
[Vertigo Dance Festival](#) <https://www.festival.vertigo.org.il/>

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.):

During the last year of activity, the Vertigo Dance Company was able to: (a) gain visibility and communicate with our viewers despite not being physically in the same place. This allowed for a considerably larger number of people to benefit from our content; (b) through the Vertigo Dance Festival, we strengthened the bond between the Company and its audience at a time when physical gatherings were not an option; and finally, (c) our organization was able to compensate for the impossibility of in-person gatherings and offer audiences with enriching content, engagement-driven immersive experiences that took our event beyond the computer screen.

The above was achieved through the following content:

TWO PREMIERES. Noa Wertheim's new work for the Vertigo Dance Company, "Bardo", which explores the concept from the Tibetan tradition that symbolizes a transition, a period that ends and leaves us reminiscing and longing for the past. In this piece Wertheim plays in sound, and movement, space-time as her playground. And the second premiere, an original duet by the dancer and choreographer Rina Wertheim-Koren, and Itamar Duari, whose name as master of percussion precedes him. The two embarked on a joint journey that moved through the time-spaces of the personal and family life through movement, sound and drum.



TWO PREMIERES. Noa Wertheim's new work for the Vertigo Dance Company, "Bardo", which explores the concept from the Tibetan tradition that symbolizes a transition, a period that ends and leaves us reminiscing and longing for the past. In this piece Wertheim plays in sound, and movement, space-time as her playground. And the second premiere, an original duet by the dancer and choreographer Rina Wertheim-Koren, and Itamar Duari, whose name as master of percussion precedes him. The two embarked on a joint journey that moved through the time-spaces of the personal and family life through movement, sound and drum.

VERTIGO SELECTED WORKS. The Vertigo Festival also brought the opportunity to experience selected works that Vertigo has offered throughout the years:

Leela by | Noa Wertheim. Leela in Sanskrit is a 'cosmic game', a view in which creation was created by God for the sake of pure play. The work 'Leela' takes place in the space between the deceptive reality and the cosmic game.

One, One & One - the work of the choreographer Noa Wertheim deals with the individual's psychic desire for unity in the face of separate processes in the human experience, the existential plane, and the spiritual field. The work mixes the internal with the external while listening to the echo reflected from different directions and deepening to develop the metaphorical relationship between near and far and self.

The Birth of The Phoenix, the work of Noa Wertheim, the company's artistic director. A work considered to be the mythological work of the Vertigo Dance Company. Has been performed over a thousand times throughout the country and around the world and has become a symbol of Vertigo's values: social and environmental art that reflects our vision of expanding dance boundaries to create a connection between people and a personal connection with the community while emphasizing the values of equality and human dignity.

Another available piece was Shape on Us - a work by Sharon Friedman that was premiered and filmed at the last Israel Festival performed by dancers of Vertigo's Power of Balance. Nine dancers with diverse physical abilities, join on stage with the sum of their abilities, needs and experiences. The artistic piece is based on the common group agreement - to tell the truth. It consists of moments of balance and imbalance, of risk, of tension and extreme relationships, of reality and imagination, of support, loneliness, fragility and love - ranging from separate bodies and their personal story to one created body, soft and comforting human tissue.

NOA WERTHEIM'S TED-X LECTURE, a virtual visit to a workshop for training dancers of the Vertigo Dance Company, a taste of other works, a behind-the-scenes look at the Company's processes and a tour of the Eco-Village at Kibbutz Netiv HaLamed-Heh.

All of the above-mentioned content is still available through the festival site and will remain available, free of charge, for public viewing.



The evaluation (methodology, results, comparisons with the precedent year, conclusions for the future...):

As the festival was held online, we were able to utilize digital tools for measurement. Our key findings are as follows:

- Over 1.5 million individuals were exposed to the festival.
- Over 285,000 individuals were engaged with our online content.
- 42,352 proactive interactions were recorded (posts, clicks, comments, shares).
- The engagement to interaction rate stood at 5.1%, which is higher than the benchmark in this field.
- Our videos with regards to the festival were watched 75,908 times.

Our goal of making Vertigo's unique cultural contents accessible to a wide audience, has been achieved.

Provisional guidelines for the advancement of the program in the next year:

With the end of the COVID-19 pandemic in Israel, our organization has now resumed in-person activities and expect to continue offering performances and other activities in Israel's periphery, for the benefit of the disadvantaged sectors that would otherwise not be able to witness our performances.



Vertigo Dance Festival



Birth of the Phoenix



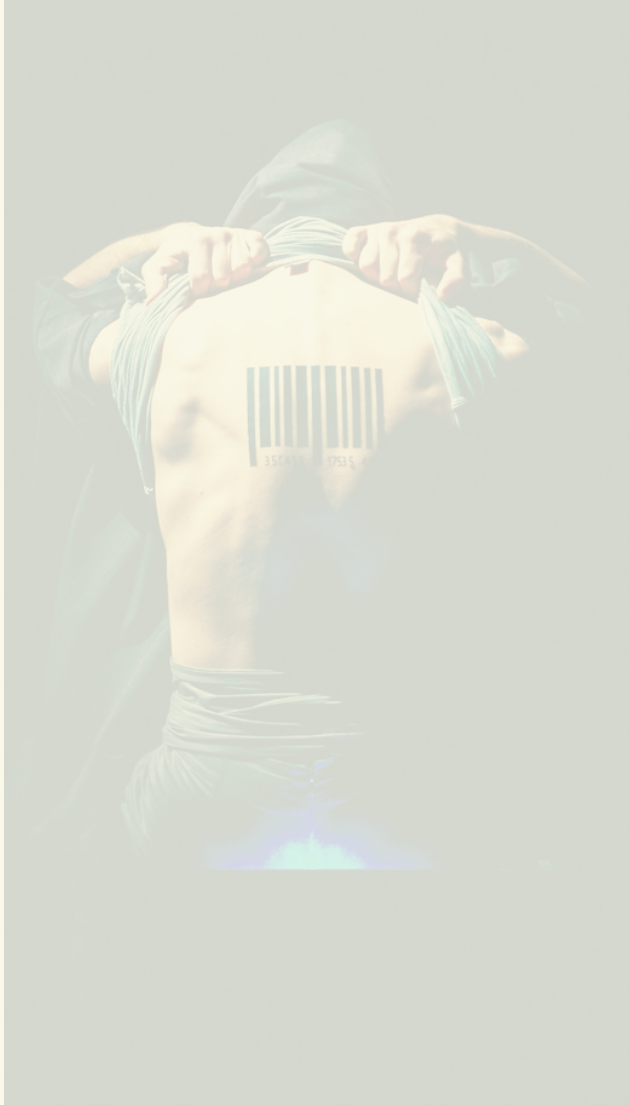
Barishnikov greeting Vertigo's Festival



Rina & Itamar Premiere



verti
go



Bardo



White Noise

