

8/15-23



Alban Elved Dance Co.

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PRESS RELEASE

For immediate release
August 5th, 2015

The 4th annual **SARUS Festival for Site-specific & Experimental Art** will take place from August 15th-23rd, 2015. All events are offered downtown Wilmington, NC in venues that are in walking/short drive distance from one another. Venues include: Bellamy Mansion Museum, the Community Arts Center, the Wabi Sabi Warehouse, Jengo's Playhouse, Bijou Park, the alley across from Bijou Park, corner of Market and Water Street, Bailey Theater Park, Greenfield Lake (bridges, playground and grass near the parking lot at the corner of Lake Shore Dr /Park St).

<BARRIERS>< BORDERS>< TERRITORIALITY>

Whether natural or man-made, physical or intangible borders... Borders are everywhere, around us, within us. SARUS Festival would like to raise the issues that relate to the topography of separation and invite artists and the community to come together to discuss, overcome and connect.

This year we have assembled festival programming that involves:

- 9 days of programming, something every day
- 45 directing artists (local, regional, national, international)
- 70 performers ages 5 through 70
- 16+ performance locations
- Three interactive and creative workshops for everyone
- A childrens program where children create works for grown-up audiences
- 3 Performances by Alban Elved Dance Company for children
- Several Parties
- A mid-day Fundraiser with live music and beer at Flytrap Brewing

- An invitational art exhibit with notable regional visual and sculptural artists
- The new 'Live studio' series where artists offer insight into their work, process and discuss current topics with audiences (Jacqueline Olive- lynchings in America, Kimberly Korzen – the looking glass self/identity/gender roles, Peter Verboten (Germany) – site-specific work, his own take on it and its role in Europe, Karola Lüttringhaus (SARUS Festival founder) – cross cultural art/life and the concept of home.
- film screenings
- Over 30 professional live performances
- Exceptional theatre, dance, sound art, visual art, performance art, interactive art and discussions.



Visit www.sarusfestival.org/2015-schedule.html for more information or to print out the schedule.



See attached event schedule pdf of pages 1 and 2.



Further press releases that are on our website:

- Invitational art exhibit
- 'membrane' at Bellamy Mansion
- Peter Verboten German guest artist
- Jacqueline Olive at Bellamy Mansion
- Childrens Programming
- adam-mah' Performances by Alban Elved Dance Company
- Carolina' by Cape Fear Dance Theatre
- FUNDRAISER at Flytrap Brewing (press release coming soon)
- Fundraiser Facebook event page:
<https://www.facebook.com/events/1470889416564447/>

MISSION

- The SARUS Festival wishes to enrich the cultural landscape of the greater Wilmington area through the presentation of site-specific and experimental artistic projects that are non-commercial, cross-disciplinary and intellectually stimulating in nature.
- The SARUS Festival is interested in social-critical works and in bringing about positive social change, to help all people enjoy equality and freedom.
- The SARUS Festival encourages artists to look at the land, the city, the space that we inhabit and to channel original works from this observation.
- The SARUS Festival wants to bridge economic and cultural differences by offering a substantial portion of the programs for free/by donation.
- The SARUS Festival creates meeting places for communication, exchange and discussion to reflect on the works presented and their meaning to our every day lives and our cultural and social identity.
- SARUS Festival wishes to foster conversations, connections and community.
- Offer professional opportunities to local artists.
- Promote the lesser known avant-garde and experimental artforms.
- To educate and enrich.
- To keep talent in Wilmington.
- To put Wilmington on the map as an art tourism dedication.

BELIEFS

Creativity is an intrinsically human trait that bears great importance on our very nature, as individual and communal beings. Art nurtures our inquisitive, reasoning and imaginative psychology. We, as organization, find it important to keep pushing sophisticated artistic exploration and risk-taking so we, as all the individuals, may discuss, feel, experience and learn about the potential of our minds. Through critical and reflective art we, as individuals, develop sensitivities that give us, as a species, life experiences that transcend, foster cultural, social and personal development and enrich our souls.

ABOUT SARUS FESTIVAL – a short history

The SARUS Festival for Site-Specific & Experimental Art presents non-commercial, intellectually stimulating, interdisciplinary performance events and outreach. The festival focuses on works that are either uniquely created for natural and urban spaces in the greater Wilmington area or that are experimental or avant-garde in nature. The festival seeks to enrich the cultural landscape, by fostering artistic growth and cross-pollination between community members, local-, regional- and international artists.

ABOUT THE NAMES: Alban Elved and SARUS

'alban elved' is the Celtic name for the fall equinox, literally translating to "the light of the water".

Water often finds a place in the company's works in actual or metaphorical form. The SARUS Festival was named after the sarus crane, *Grus antigone*, who had been a symbol for the company for years. The name "Sarus" has a Sanskrit origin and means "of water", "lake or wetland".

SARUS Festival began as a dance festival. In fact, in Tamil the term "Sarasa-naadanam" refers to graceful dancing.

Definition of 'Site-specific' art: Site-specific art is artwork created to exist in a certain place, in symbiosis with a location, and emerging as a reaction to our world. The space is the starting point for a creative process that challenges artists to analyze and dissect topographies, history and culture of a region, building or landscape.

Definition of 'Experimental art': experimental means relating to or having the characteristics of an experiment, not knowing the outcome, using methodologies that are uncommon or foreign to a particular task, pushing against boundaries or definitions, or else an approach that is characterized by a hybrid of disparate styles, or unorthodox, new, distinctly unique ingredients.



Photo of Alban Elved Dance Company performing 'adam-mah' in Charlotte, NC.

Photo (composite) by Jeff Cravotta.