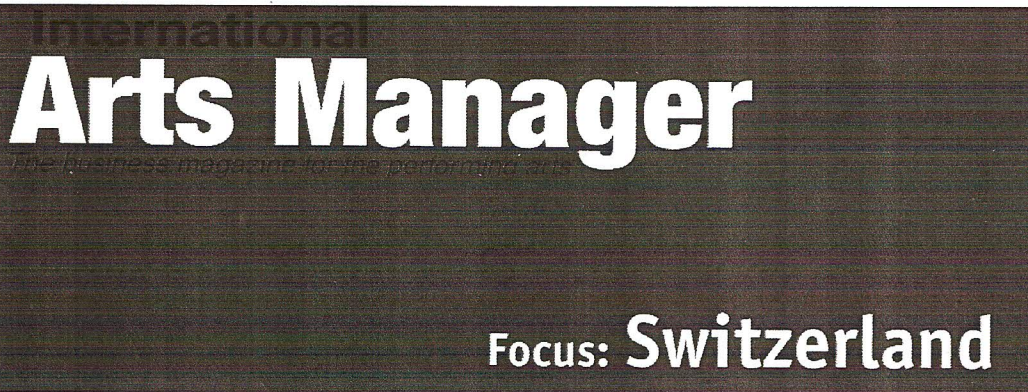




Pressespiegel

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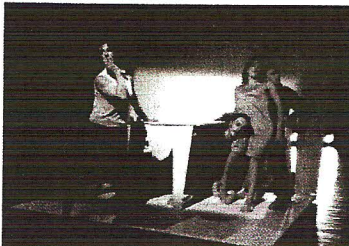
August 2005



Shopping for audiences

One sponsor helping to create and increase an audience for dance in Switzerland is supermarket Migros, which has a long-term policy of donating one per cent of its profits to cultural and social activities. Every other year the cultural department of Migros, Kulturprozent, organises the STEPS dance festival, which features around 10-12 companies in 60-70 performances across Switzerland. It will celebrate its 10th edition in April 2006. 'In 1988 we decided to make a festival in order to bring dance to the public and to promote the subject of dance,' says Hedy Graber, director of Kulturprozent. STEPS is a Swiss-wide event organised in conjunction with 10 other cooperatives around the country who promote and sell tickets in their own area.

The long reach of Migros means the festival can promote to a large sector of society. 'We have one million customers a day in Migros. They all walk around with STEPS shopping bags. That makes me happy!' says Graber. The festival is also advertised in the supermarket's own newspaper, and deals with Swiss arts magazine *Du* and other press helps to reach the 30,000 who attend the festival each time. Though the majority of participating groups are international (*see main text*), Migros co-produces certain productions with Swiss companies and is currently collaborating with Zurich-based Mafalda Company for a new production for STEPS 10 next year.



Transformation (pictured), choreographed by Teresa Rotemberg, is a co-production between Mafalda and Migros Kulturprozent and will premiere at STEPS 10 next year.