



## History

Only getting better with age [Quinn Batson, OffOffOff.com](http://Quinn.Batson.com)

DanceNOW [NYC] was founded in 1986, as an eight-member contemporary repertory company, known as Colloquium Contemporary Dance Company, by Artistic Director & Producer, Robin Staff. During the first five years, the company produced annual performance events throughout New York City featuring new and repertory work. In response to the growing need for more opportunities for young and emerging choreographers to present new work, the company was re-structured in 1990, with support from the Joyce Mertz Gilmore Foundation to serve as a presenting arts organization. Since then, DanceNOW has offered emerging, established and mature artists an important base for their artistic development, encouraging new work and providing diverse performance opportunities. Between 1995 and 1997, the organization developed three vital programs that would chart its direction into the next decade – the "DanceNOW" Festival, [Founded by Tamara Greenfield and Robin Staff], The Pink Ribbons Project/Dancers in Motion against Breast Cancer [now nationally based in Houston, Texas and raising \$100,000 annually for advocacy and research], and 4OUp.

When the 2001 Festival was forced to shut down in the middle of its two-week run, due to the events of 9/11, DanceNOW suffered direct economic losses for the first time and important momentum towards the expansion of The Festival into the uptown area was halted. With support from the New York Arts Recovery Fund and City Parks Foundation in 2002, DanceNOW was able to recover from its losses and more importantly to continue to move its programming forward, offering two free programs out-doors, Dance Poolside at Carmine Center downtown and Dance Harlem at Marcus Garvey Park in Northern Manhattan. In early February of 2002, DNNYC presented the fifth anniversary season of 4OUp at the new Duke on 42nd Street, remodeling 4OUp in just four months to reflect the fragile state of artists and audiences alike. A season of inordinate beauty, 4OUp/Grace, brought together 35 celebrated artists, from generation to generation, to honor dance with its immeasurable gift to transform, inspire, and heal. In 2005 the organization legally became DanceNOW [NYC], expanding its programming year-round to include Dancemopolitan at Joe's Pub and enhancing its services to the artists it has served for two decades by providing unlimited free rehearsal space and low-cost housing through its new Silo Artist Residency.

In 2005, DanceNOW also entered into an exciting and new strategic partnership with Dance Theater Workshop to bring The Festival to Dance Theater Workshop' state-of-the-art theater, expanding the artist and audience constituencies of both organizations and establishing the Dancemopolitan series at Joe's Pub as an independent performance series that focuses on creative development and the unique possibilities that this traditional and hip New York City music venue offers both artists and audiences.

In 2011, as we enter our seventeenth year of promoting New York City artists, we have consolidated our New York City-based programming at The Public Theater as DanceNOW Joe's Pub, deepening the connections between DanceNOW Raw, DanceNOW Silo and our new DanceNOW SteelStacks programs to provide across-the-board assistance to our artist base.

Founding Directors and Producers, Tamara Greenfield and Robin Staff

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