

## **Jasmin Vardimon Company moves to Ashford to set up a new permanent home**

**Jasmin Vardimon Company** (JVC), one of Britain's flagship dance theatre companies, is delighted to announce its move to Ashford, Kent, where the company will make The Stour Centre its new full-time home. JVC's move to Ashford is supported by **Ashford Borough Council** and **Arts Council England**. Forging an exciting and innovative new relationship, JVC's new residency aims to raise Ashford's creative profile, both nationally and internationally and to engage with the region's local communities.

Now in its thirteenth year, JVC is thrilled to finally locate itself in a designated building where it can create new work, develop new creative collaborations and establish a Jasmin Vardimon Laboratory for educational activities. JVC's new home will become a hub for creativity in the area; a centre of excellence to raise the profile of dance in the region and to act as a focal point for local schools, colleges, individuals and companies both from within the region and throughout the nation.

JVC's new residency is anticipated to make a significant contribution to the growth of Ashford - economically, educationally and culturally. Artistic Director Jasmin Vardimon and JVC's Executive Producer Ian Ross will be working closely with Ashford District Council as part of this partnership, working to help develop and realise the cultural agenda for the town.

**Cllr Bernard Heyes**, Ashford Borough Council portfolio holder for culture and recreation, said, "*Ashford deserves a vibrant and successful cultural and economic future, and this proposal places Ashford squarely on the national and international map. To work with as valued and respected a company as Jasmin Vardimon Company is a great pleasure for the council, and we hope its new home will prove fruitful and inspirational. We look forward to welcoming the company to Ashford.*"

**Sally Abbott**, Regional Director, Arts Council England, said, "*Arts Council England is proud to be supporting JVC as they meet our goals and priorities of Achieving Great Art for Everyone strongly. Ashford - which has traditionally been an area where there has been a low level of engagement with the arts is a great place for the company to grow and their increased funding supports a newly expanded education programme and helps to develop the potential for Jasmin Vardimon Company to reach new audiences through dance. The new residency is anticipated to make a significant contribution to the growth of Ashford economically, culturally and educationally and it will encourage regeneration - which will have long lasting benefits for the community. Great art enriches lives, and this move will help more people experience and be inspired by the arts.*"

**Suzie Leighton**, JVC's Chair of the Board, said, "*It is an ideal relationship as Ashford Borough Council is seeking to increase its creative profile both nationally and internationally and JVC is looking for a "place to call home" where it can create work and become part of the local community. This initial four-year arrangement offers both parties the opportunity to explore and test this relationship - very much with the hope it will continue long beyond this initial period.*"

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**Jasmin Vardimon**, Artistic Director, said, *“I would like to thank the Councillors and Officers from Ashford Borough Council and Arts Council South East for the opportunity, the support and the desire to make our new home a reality. Since my first visit, I have had a great sense that Ashford is a warm and friendly place with a great deal of creative energy. It is my hope that we can be the catalyst for an explosion of creativity in Ashford, to build a centre where work is researched, produced and performed alongside a rich education programme that will benefit the regional communities and also to attract other companies to utilise our facilities. I also look forward to my new role as a cultural ambassador for Ashford.”*

JVC will be setting up its administrative base within The Stour Centre this month and building works will commence before the autumn, for completion in January 2012.

ENDS

**Notes to Editors:**

**Jasmin Vardimon Company**

Jasmin Vardimon Company is an Arts Council Regular Funded Organisation. Founded in London in 1998, it rapidly rose to become a significant element within the British dance theatre scene. The company is dedicated to the choreography of award-winning Artistic Director, Jasmin Vardimon who is also an Associate Artist of Sadler’s Wells.

Renowned for her uniquely theatrical choreographic and directorial style combining physical theatre, strong characterisation, innovative technologies, text and dance, Vardimon accentuates her work with an acute observation of human behaviour. With sharp instincts and provocative daring, she has developed an individual choreographic voice, distinguished by her beautifully detailed movement, insightful humour and engaging drama.

The company’s works are widely accessible through their exposure of human experience, social relevance, high quality, passion, skill and commitment. The company tours nationally and internationally - extensively throughout Europe, in Asia, USA and the Middle East - with regular sell-out success. Regular co-commissioning partners include Sadler’s Wells, Brighton Dome, Hall for Cornwall, National Theatre Studio, The Place and La Comète in France. The company's repertoire includes: *7734, Yesterday, Justitia, Park, Lullaby, Ticklish, Lure Lure Lure, Tête, Madame Made and Therapist.*

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