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**FOR IMMEDIATE RELEASE**

**CONTACT:**

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**VITACCA PRODUCTIONS & COMPANY LAUNCHED IN HOUSTON  
AS A DANCE DEVELOPMENT ORGANIZATION**

**Vitacca Dance Project Pre-Professional Company Holds Houston Audition June 3  
for Dancers Ages 12-17**

**Vitacca Productions & Company Creates a Choreographic Fellowship Program  
for Aspiring Choreographers Ages 16-25**

**HOUSTON, TX - MAY 9, 2012:** Vitacca Productions & Company (Vitacca P&C) and Artistic Director Kelly Ann Vitacca are announcing the establishment of Vitacca P&C as a dance development organization that provides advance dance coaching, outreach programs, professional performances and production/creative management services which bridge the gap between dance artists, career opportunities and the community. Vitacca P&C will implement Vitacca Dance Project Pre-Professional Company, which will have its national debut at Dance Chicago's Annual Dance Festival in November 2012 at the Athenaeum Theatre as well as feature guest choreographers Autumn Eckman, Artistic Associate from Giordano Jazz Dance Chicago; Andy and Dionne Noble, Directors of NobleMotion Dance and Assistant Dance Professors at Sam Houston State University; and Joseph Walsh, Houston Ballet Principal dancer. Vitacca P&C is also starting a Choreographic Fellowship Program for aspiring choreographers ages 16-25 to support the incubation of new talent. Vitacca Dance Project Pre-Professional Company will hold an audition on Sunday, June 3, 2012 at 1:00 PM at Dominic Walsh Dance Theater at 2311 Dunlavy Street #210, in the Montrose section of Houston, for dancers currently 12-17 years old. For further information visit [vitacca.org](http://vitacca.org).

"Vitacca Productions & Company will be a vessel to create both artistic and commercial dance opportunities across the US with strengths in both creative direction and dance programming allowing personal attention to individual artist's career paths and national presenters' needs," comments Ms. Vitacca. "Vitacca Dance Project is our first program launch and an exciting addition to Houston's dance community. The Pre-Professional Company and Choreographic Fellowship offer advanced coaching, performance and choreographic opportunities that enable emerging artists to hone their craft on a national level. Our goal is to create programming and industry relationships that will support the growth of educated, strong dance artists and lead them to careers with longevity."

**vitacca.org**

Vitacca P&C will consist of three program branches: Vitacca Dance Project, Vitacca Community Project, and Vitacca Commercial Project. Vitacca Dance Project will house the Pre-Professional Company and host guest choreographers; Vitacca Community Project will initiate the Choreographic Fellowship as well as outreach initiatives; and Vitacca Commercial Project will provide production and creative management services for conferences, trade shows, corporate events, and much more.

### **Vitacca Dance Project Pre-Professional Company Holds Houston Audition Sunday, June 3 for Dancers Ages 12-17**

Vitacca Dance Project Pre-Professional Company is an audition only company offered to 10-15 pre-professional dancers, ages 13-18, which will make their national debut at Dance Chicago's Annual Dance Festival in November 2012 at the Athenaeum Theatre. The company will also feature guest choreographer Autumn Eckman, Artistic Associate from Giordano Jazz Dance Chicago. [Dance Magazine](#) critic Lynn Colburn Shapiro noted, "The strong presence of jazz idioms in both movement and music throughout the evening's eclectic program brought home company founder Gus Giordano's original mission to elevate jazz dance to a concert dance form." (March 2012 review of *JOLT*) Other guest choreographers include Andy and Dionne Noble, Directors of NobleMotion Dance and Assistant Dance Professors at Sam Houston State University, and Joseph Walsh, Houston Ballet Principal dancer. The 36 week program provides advance ballet and contemporary coaching and acts as the foundation for professional dance careers. The company educates the pre-professional dancer on the artistic process of repertoire creation along with industry standards. Pre-Professional Company members work with world class faculty, notable local artists and renowned national artists. Performance opportunities include venues such as Dance Chicago, Vitacca P&C's Annual Gala, national festivals and showcases. Auditions for Vitacca Dance Project Pre-Professional Company will take place on Sunday, June 3, 2012 at 1:00 PM at Dominic Walsh Dance Theater at 2311 Dunlavy Street #210, in the Montrose section of Houston, for dancers currently 12-17 years old. For further information visit [vitacca.org](http://vitacca.org).

### **Vitacca Productions & Company Creates a Choreographic Fellowship Program for Aspiring Choreographers Ages 16-25**

Vitacca Community Project will also bring a Choreographic Fellowship designed for aspiring choreographers ages 16-25 to support the incubation of new artistic talent. The Fellowship allows novice choreographers to enhance their creative skill set by working as Choreographic Apprentices under a professional choreographer throughout the creation process of a new work. The Choreographic Apprentice will document the artistic process through interviews, photos and a rehearsal reel. Vitacca P&C is currently accepting applications for the Choreographic Fellowship. To apply for the program or to find out more information visit [vitacca.org](http://vitacca.org).

### **About Artistic Director Kelly Ann Vitacca**

Artistic Director and Contemporary Coach Kelly Ann Vitacca is a native of Chicago, Illinois. She received her Bachelor's in Performing Arts in Dance Performance at Oklahoma City University and extended Arts Management master studies at Columbia College, Chicago. Ms. Vitacca currently teaches master classes nationally while teaching on the dance faculty at West University Dance Centre and

Center Stage Dance. She served on the dance faculty at Joel Hall Dance Center, State Street Dance Studio and the Wright College Dance Program, while acting as Founding Artistic Director for Inaside Chicago Dance. In 2003 Ms. Vitacca founded the professional contemporary jazz company Inaside Chicago Dance and received invitations to perform her work in Dance Chicago, Espacio Cultural Metropolitano, International Choreographers Showcase (Madrid, Spain), Duets For My Valentine; as well as guest performances with NorthWest Ballet, Evanston Art's and the Dance Chicago Tour. Ms. Vitacca was awarded a Leo's International Choreography Award at Jazz Dance World Congress (Monterrey, Mexico) and was recognized as a Dance Chicago Outstanding Choreographer in 2005. She has served as a guest choreographer for Cedar Lake II, Forum Jazz Dance Theater, Equity Fights Aids Events, Evanston Dance Ensemble, Copeland Dance Company, and Dance Houston to name a few.

Ms. Vitacca's extensive training on scholarship at Giordano Jazz Dance Chicago, Steps on Broadway and the Kirov Ballet Intensive afforded her guest artist roles with Instruments of Movement, Cirque Rivera Dance Theatre, LA Jazz Dance Company and lead soloist at Espacio Cultural Metropolitano (Tampico, Mexico). In 2003 Vitacca utilized her artistic strengths in a new direction and joined the national Equity, Broadway Tour of *42<sup>nd</sup> Street* the musical. Ms. Vitacca was invited to return to complete the national tour run in 2005.

In 2006, Ms. Vitacca received the Illinois Artist Fellowship Award, which led to the launch and production of *Inaside Dance Project* and *For The Cause* (a benefit performance for Gilda's Club Chicago cancer support community). As Inaside Chicago Dance Founding Artistic Director, Ms. Vitacca conceptualized, co-choreographed and produced the Jackson Pollock inspired evening length *In the Painting*, which received the acclaim "Shows technical moxie" by Chicago Tribune critic Sid Smith. In addition Ms. Vitacca spearheaded the Youth Trainee Program (YTP), offering an advanced training and performance program for emerging dancers, which supports their professional career goals and future education.

In 2008 Ms. Vitacca joined Houston Ballet's artistic staff as Artistic Coordinator and Chaired the Dance/USA Host Programming Committee. With the support of Dance Source Houston and fellow Committee members Ms. Vitacca curated and produced the Dance/USA Annual Conference opening program, *Houston Dance Inside Out*, at Discovery Green on June 3, 2009. On behalf of the committee, Ms. Vitacca had the honor of receiving the official Houston Dance Day certificate from Ms. Minnette Boesel, Mayor's Assistant for Cultural Affairs. In 2010 Ms. Vitacca was appointed Dance Houston Director of Programming where she developed the *Dance Houston Spotlight Tour*, *Houston Youth Showcase* (Jones Plaza), *H-Town Get Down* (Warehouse Live) and *Dance Houston Youth Festival* (formerly known as *No Limits*) (Wortham Theater). Ms. Vitacca also acted as the educational programs liaison, supporting dance educators and filling the dance class needs within Houston Independent School District (HISD) schools and at-risk facilities. She recently served as Production Manager for the professional festival, *Dance Houston 2012* (Wortham Theater); served as programming panelist for the *Texas Weekend of Contemporary Dance* (Miller Theater); acted as Choreographic Adjudicator for *Houston Royal Academy of Fine Arts*; and was cast as an expert ballet coach on MTV's *MADE* television series, which continues to air nationwide.

Currently Ms. Vitacca assists as Dance Houston's Creative Director. As contract Choreographer/Creative Director Vitacca works on high production commercial events such as: Carpet One's Annual Conference, Annual Halloween Expo Fashion Show, and Microsoft Convergence 2012 keynote opening show for Colin Powell.

Ms. Vitacca's vast artistic achievements, arts management experience, industry networks and dedication to advance the dance art form allows her to pioneer Vitacca Productions & Company, which will be home to artistic, commercial and community dance projects.

#### **About Artistic Advisor and Ballet Master Phillip Broomhead**

Joining Ms. Vitacca will be Artistic Advisor and Ballet Master Phillip Broomhead. Born in London, England Mr. Broomhead trained at the Royal Ballet School, and joined The Royal Ballet in 1981. He was promoted to Soloist in 1983 and to Principal in 1986. Several roles were created specifically for him, including The Southern Cape Zebra in *Still Life at the Penguin Café* and roles in *Varii Capricci*, *Isadora*, *Pursuit*, *Number One*, *Enclosure*, and *L'Invitation au Voyage*. He performed numerous times in the presence of Her Majesty the Queen, the Queen Mother, and at many other royal galas. Broomhead joined Houston Ballet as a Principal dancer in January 1991. In March 1991, while on vacation in Washington, D.C., he attended The Royal Ballet performance of *Swan Lake*. During Act I, their Principal dancer sustained a serious injury and Mr. Broomhead found himself thrust onto The Kennedy Center stage as Prince Siegfried; his performance won him worldwide critical acclaim. He has also created roles numerous world premieres including Glen Tetley's *Lux in Tenebris*, Ben Stevenson's *Eclipse*, and Trey McIntyre's *Peter Pan*. He retired from Houston Ballet as a dancer in June 2004 after performing with the company for 13 years at which time he joined the artistic staff as Ballet Master, a position he held until 2011.

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**VITACCA DANCE PROJECT PRE-PROFESSIONAL COMPANY AUDITION  
FACT SHEET**

- WHAT:** Vitacca Dance Project Pre-Professional Company Audition
- WHEN:** Sunday, June 3, 2012 at 1:00 p.m.  
Registration begins at 12:00 p.m. (Noon)  
\*Audition class fee: \$20
- WHERE:** Dominic Walsh Dance Theater  
2311 Dunlavy Street #210, Houston, TX 77006  
(In the Montrose section of Houston)
- REQUIREMENTS:** Sign-in will begin at 12:00 p.m. (Noon), please be prepared with your headshot and/or dance shot and audition class fee of \$20. Please wear appropriate attire and shoes for ballet and contemporary movement. Dancers must currently be 12-17 years old to audition.
- PROGRAM DETAILS:** Vitacca Dance Project Pre-Professional Company is an audition only company offered to 10-15 pre-professional dancers, ages 13-18. The 36 week program provides advance ballet and contemporary training and acts as the foundation for professional dance careers. The company educates the pre-professional dancer on the artistic process of repertoire creation along with industry standards. Pre-Professional Company members work with world class faculty, notable local artists and renowned national artists, including guest choreographers Autumn Eckman, Artistic Associate from Giordano Jazz Dance Chicago; Andy and Dionne Noble, Directors of NobleMotion Dance and Assistant Dance Professors at Sam Houston State University; and Joseph Walsh, Houston Ballet Principal dancer. Performance opportunities include venues such as Dance Chicago, Vitacca P&C's Annual Gala, national festivals and showcases.
- FOR MORE INFORMATION:** Call Vitacca P&C at 713.205.0355 or visit [vitacca.org](http://vitacca.org).

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