



## THE PERFORMANCE "HE

### WIND MOVE DANCE

A moving image, more than seven metres high, of a body planted on the ground with its head in the clouds. (Script Alice Mazzini)

"He" is a site-specific performance, designed to be in direct relation and adapted to a specific place.

A multidisciplinary and experiential performative act for the artist, who experiments with the duality between material and ethereal elements. Helium and capillary force bring her into a state of physical and mental suspension, dissolving the boundaries between body and mind, allowing her to move guided by the wind but also to use the ground to impose her own directional lines. The result is a state of inner awareness in which the mind is no longer engaged but completely absorbed in the experience.

For the artist it means living a unique moment each time, both for the place and for the variables given by the context.

For the public it means witnessing a non-repeatable event, directly connected to the surrounding environment.

### WHERE THE IDEA COMES FROM

*Martina Nova - artist and creator of the project*

I have been practising aerial acrobatics for many years and have worked in the most varied contexts, on the trapeze and on aerial silk, in different atmospheric conditions. I have always adapted my performances to the situation, because depending on the climate, the place and the moment, the texture of the equipment changes, and how it slides in my hands and on my body can determine the success of a show.

Over the years I have grown in my ability to adapt to places, my senses have developed and my willingness to listen has amplified my perception of space.

With "He", I wanted to create a tool that would bring me into greater contact with the element of air; I felt the need to abandon any kind of technique and dedicate myself totally to listening.

I am in direct contact with the wind, I feel it from my head as it travels through my body until it lifts my feet off the ground. I move with it, I decide according to its directions.

The most exciting thing is to open my senses, to listen and merge with the elements of earth and air, to feel myself an element between these two elements.

"He" is an experience, an adventure, a journey into a dreamlike dimension.

## **THE CAMPAIGN**

The crowdfunding campaign aims to bear the costs of finishing the creation and presenting the performance “He” at the Amsterdam Fringe Festival to be held in the Dutch capital from 2 to 12 September 2021.

The aim of this campaign is to arrive at the festival prepared and in ideal conditions to be able to show, in its best and most complete form, the performance. To support the final costs of production and presentation, taking advantage of this experience to give life and autonomy to the performance in the near future.

**VIDEO LINK PROMOTIONAL CAMPAING:** <https://youtu.be/ujGnaCzBSv0>

## **PERSONAL OBJECTIVES**

To widen the network of knowledge and exchange on an artistic and intercultural level, sharing with other artists, organisers and professionals. To reach a wider audience.

## **FOR YOU WHO SUPPORT US**

By supporting us you will be able to choose from the many proposals we have designed for you.

Supporters will have the opportunity to insert, as a co-production, the logo of their company in all the video and graphic material that will be widely distributed during the festival and in future events, including on the web channels.

For this campaign we are collaborating with several Italian artists, their creations are also part of the rewards, discover them all.

Your contribution, even a small one, is a big step towards our goal. Together we can go further.

## **HOW THE FUNDS WILL BE USED**

For the last two years we have been creating and refining the performance by bearing the high costs of helium gas cylinders and balloons.

For the Amsterdam Festival we need to cover the costs of a final rehearsal and presentation to the public.

The necessary expenses are:

Purchase of material: Helium gas cylinders of 50 lt. - Balloons - Rigging (carabiners, ropes, etc.) - Costumes  
Rehearsal space  
Advertising and Marketing  
Travel costs to Amsterdam, food and accommodation.

The cost estimate was calculated in 10,000 euros.

The crowdfunding campaign has the minimum objective of reaching euros 6,000 and the maximum objective of euros 10,000.



*We invite you to join the adventure of the Fringe  
along the frayed edges of the theatre and the city of Amsterdam*

## **HOLD A BALLOON AND FLY WITH US OVER AMSTERDAM'S ROOFTOPS**

### **AMSTERDAM FRINGE FESTIVAL**

Every year in September, the Amsterdam Fringe Festival showcases, for eleven days, theatre and dance performances by talented, inventive, virtuosic, out-of-box, post-avant-garde artists. Founded in 2005 to give visibility to alternative experimental theatre and held in conjunction with the annual Nederlands Theatre Festival, it offers extensive opportunities for artists and sponsors, greatly increasing visibility and reaching a wide audience across Europe and much of the world.

Our performance "He" was selected to participate in this year's festival, the communication came in one of the darkest periods for art, full of unknowns but at the same time it could not have been more expected and necessary.

In order to make our artistic work known to a wider audience and in an international context, with this campaign we want to travel with you by creating a network of companies, individuals, curious people, art and performance art lovers, who want to participate in the realisation by accompanying us through the creation process to the staging on the roofs of Amsterdam.

The whole organisational process, the training of the staff, the crowdfunding project, up to the presentation in Amsterdam will be told in a video story.

## **WHY "HE" FITS INTO THE FRINGE CONTEXT**

Using art to go beyond boundaries, to share and explore, with the desire to discover new possibilities and different paths. With this philosophy we opened ourselves to the creation of "He".

A performance that is the result of a long process, the choice of languages, the delicacy of the elements with which it interacts (helium and air) and the contexts chosen to present it, make it a performance of great scenic impact but at the same time experimental and research.

It is a multidisciplinary performance that combines movement, experimental ambient music and the circus technique of capillary force with the surrounding environment.

## **WHO ARE WE**

### **Martina Nova - performer**

#### [Website](#)

Multidisciplinary artist born in Milan, she lives and works in Turin. She began her circus studies in 2002 in Buenos Aires, Argentina, where she trained as a circus acrobat at the Escuela de Circo Criollo, specialising in aerial acrobatics. After many years of performance work with the Duoacrobat company, she turned to "performing art", mixing, thanks to her studies of movement with Doriana Crema, her experience as an aerialist with her own universe and other languages, such as physical theatre and dance.

In 2009, during the creation of the show "Armonaria e il Viaggio di una Crinolina" (Harmonaria and the Journey of a Crinoline), she began experimenting with new sounds linked to aerial acrobatics and physical movement with an electronic instrument created specifically to be played during the performance on the aerial fabric. With the same show, in 2010, she won the prize for Best Absolute Premiere at the Festival Mirabilia in Fossano.

Subsequent works will have in common experimentation, movement, sound and sensations, until arriving, in 2019, at the creation of "He", in which technique is abandoned and the focus is on perception, on places and on the experience of the performance itself.

Since 2008 she has been directing La Fucina del Circo, a teaching space as well as a space for the creation and production of performances.

### **Roberto Vigliotti - musician**

Born in Turin, he has always been attracted to new sounds and sound experimentation. In 2012 he attended the Electronic Music Production course at the Percorsi Sonori association in Turin, and in 2013, again at the same association, he attended the Audio Production and Post-Production course. In 2014 he continued his training with the second course of Audio Production and Post-Production at MusicLab in Settimo Torinese.

Over the years, his passion for percussion, experimental music and rhythmicity has led him to mix different languages.

Since 2012 he has been audio technician for the shows "Luce" and "Il Viaggio di una Crinolina" by Martina Nova, where he uses electronic music and produces live sounds. His latest project, which led him to the performance "He", is the use of small percussion instruments combined with recycled objects to experiment with sound in various forms, accompanied by a loop station.

Since 2012, with Martina Nova, he has been running La Fucina del Circo, a space for teaching aerial disciplines, creating and producing shows.

## La Fucina del Circo

### [Website](#)

La Fucina del Circo is a non-profit association born in 2008 from Martina Nova's passion for circus disciplines and performing arts with the aim of promoting contemporary circus production in Italy and abroad. Specialised in aerial disciplines, in 2012 it found its full realization with the concrete implementation of a space with specific characteristics suitable for the creation of shows, contemporary circus performances, courses and workshops.

A well-equipped circus space, in Barriera di Milano in Turin, where you can find courses with professional teachers, moments of collective training and time dedicated to creation. A place to meet passion and creativity in an environment full of sharing.

## ARTISTIC COLLABORATIONS

### **Malpeza**

Creative and artistic designer

### [Website](#)

For this campaign he elaborated and designed a creation for our supporters.

### **Fede Virgoz (Virgoz Studio Milan)**

Cartoonist and comic book artist

### [Website](#)

For this campaign he designed the image representing the performance on postcards and posters.

### **Serena Debianchi**

Photographer and creative

### [Website](#)

For this campaign she created a cyanotype with the image of the performance.

### **Aerial Acro Tools**

Elements of aerial acrobatics

### [YouTube](#)

Collaborate in this campaign with two-day group workshops.

## RECOMPENSES

### CHOOSE YOUR PACKAGE

AND AFTER THE DONATION WE WILL CONTACT YOU TO KNOW WHICH OPTION YOU PREFER

**Free offer:**

**I WANT TO SUPPORT THE PROJECT WITHOUT REWARD**

**10 euros**

**THANK YOU FOR COLLABORATING**

POSTCARD with a design created specifically for this campaign by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

NAME IN CREDITS as supporter in the final video story

**30 euro**

**THE WORLD OF HE**

A3 POSTER with a design created specifically for this campaign by the designer and cartoonist Federico Dongo (Virgoz Studio Milano), shipping costs included

POSTCARD with a design created specifically for this campaign by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

NAME IN CREDITS as supporter in the final video story

**50 euro**

**TRAINING OR FASHION?**

NECKLACE WITH STAINLESS STEEL PENDANT created by Malpeza, specially made for this campaign, with engraving - He - on one side and on the other side to be chosen between WIND - MOVE - DANCE, shipping costs included

or

5 TRAINING ENTRANCES or 3 HOURS PRACTICE ROOM at the La Fucina del Circo headquarters in Turin

POSTCARD with a drawing created by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

NAME IN CREDITS as supporter in the final video story

**70 euros**

**PRIVATE LESSON OR FASHION?**

PRIVATE LESSON of 1 hour of aerial fabric or trapezoid with Martina Nova at La Fucina del Circo (within 6 months of the end of the campaign)

or

NECKLACE WITH STAINLESS STEEL PENDANT created by Malpeza, specially made for this campaign, with engraving - He - on one side and on the other side, a word of choice between Wind - Move - Dance, shipping costs included

A3 POSTER with a drawing created by the designer and cartoonist Federico Dongo (Virgoz Studio Milano), shipping costs included

POSTCARD with a drawing created by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

NAME IN CREDITS as supporter in the final video story

**100 euros**

**PRIVATE LESSON AND FASHION**

PRIVATE LESSON of 1 hour of aerial fabric or trapezoid with Martina Nova at La Fucina del Circo (within 6 months of the end of the campaign)

NECKLACE WITH STAINLESS STEEL PENDANT: Malpeza creation, specially made for this campaign, with engraving - He - on one side and on the other side, a choice of one word between Wind - Move - Dance, shipping costs included  
or

A3 POSTER with a design created specifically for this campaign by the designer and cartoonist Federico Dongo (Virgoz Studio Milano), shipping costs included

POSTCARD with a drawing created by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

NAME IN CREDITS as supporter in the final video story

**100 euros**

**THEME PACKAGE - HE -**

1 TICKET to attend the "He" performance at the Amsterdam Fringe Festival (September 2021, dates to be defined)

or

CYANOTYPE He: a cyanotype created by Serena Debianchi for this campaign, with representation of the performance, shipping costs included

POSTCARD with a drawing created by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

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**200 euro**

**ART PACKAGE**

2 TICKETS to attend the "He" performance at the Amsterdam Fringe Festival

or

CUSTOMIZED CYANOTYPE with the image you want to send us, made by Serena Debianchi, shipping costs included

NECKLACE WITH STAINLESS STEEL PENDANT created by Malpeza, specially made for this campaign, with engraving - He - on one side and on the other side to be chosen between WIND - MOVE - DANCE, shipping costs included

POSTCARD with a drawing created by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

NAME IN CREDITS as supporter in the final video story

**500 euros**

**THE MALPEZA WORLD**

TABLE LAMP or LUCKY CACTUS Malpeza creations, shipping costs included

LOGO of your company as a co-producer within all the video and graphic material that will be widely distributed during the festival and in the future, also on web channels

or

NECKLACE WITH STAINLESS STEEL PENDANT created by Malpeza, specially made for this campaign, with engraving - He - on one side and on the other side, a choice of one word between Wind - Move - Dance, shipping costs included

POSTCARD with a drawing created by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

NAME IN CREDITS as supporter in the final video story

**500 euros**

**LIMITED EDITION**

A3 size CYANOTYPE made by Serena Debianchi, limited edition (9 copies), shipping costs included

LOGO of your company as a co-producer within all the video and graphic material that will be widely distributed during the festival and in the future, also on web channels

or

NECKLACE WITH STAINLESS STEEL PENDANT created by Malpeza, specially made for this campaign, with engraving - He - on one side and on the other side, a choice of one word between Wind - Move - Dance, shipping costs included

POSTCARD with a drawing created by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

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**600 euros**

**AERIAL ACRO TOOLS WORKSHOP**

WORKSHOP AERIAL ACRO TOOLS: for groups, two days, 5 hours a day, in your gym or association (excluding travel and accommodation costs). To be used within 1 year from the end of the campaign.

LOGO: for the realities that support us we will insert the logo in all the graphic and video material of the He performance

POSTCARD with a drawing created by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

NAME IN CREDITS as supporter in the final video story

**1000 euros**

**TEARS OF JOY**

PERFORMANCE of Martina Nova aerial fabric at your event or private party (excluding travel expenses)

or

TABLE LAMP and LUCKY CACTUS Malpeza creations, shipping costs included



LOGO of your company as a co-producer within all the video and graphic material that will be widely distributed during the festival and in the future, also on web channels

or

NECKLACE WITH STAINLESS STEEL PENDANT created by Malpeza, specially made for this campaign, with engraving - He - on one side and on the other side, a choice of one word between Wind - Move - Dance, shipping costs included

POSTCARD with a drawing created by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

NAME IN CREDITS as supporter in the final video story

**1500 euros**

### **SINGING IN THE RAIN**

PERFORMANCE of Martina Nova aerial fabric at your event or private party (excluding travel expenses)

LOGO of your company as a co-producer within all the video and graphic material that will be widely distributed during the festival and in the future, also on web channels

TABLE LAMP created by Malpeza or LUCKY CACTUS Malpeza creations, shipping costs included

POSTCARD with a drawing created by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

NAME IN CREDITS as supporter in the final video story

**2000 euros**

### **FIREWORKS**

PERFORMANCE He at your event or private party (excluding travel expenses)

Logo of your company as a co-producer within all the video and graphic material that will be widely distributed during the festival and in the future, also on the web channels

POSTCARD with a drawing created by the designer and cartoonist Federico Dongo (Virgoz Studio Milano) with our thanks for joining the campaign, shipping costs included

NAME IN CREDITS as supporter in the final video story