

Trésors de la Danse



NPAFE
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Van Cleef & Arpels

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Prepared exclusively
for Nicolas Bos
and Van Cleef & Arpels

Trésors de la Danse



NPAFE

created by
NPAFE
NATIONAL
PERFORMING ARTS
FUNDING EXCHANGE

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registered in Washington, DC.

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NY2 Dance
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*"Today, everything is extraordinary,
unique, excellent, innovative and so on.
Completely overused, those words
have now lost all their meaning.*

*"What counts is identity.
Growth is a consequence
of strong identity.
-Nicolas Bos*

Trésors de la Danse centers on
making the Van Cleef & Arpels identity
resonate ever more strongly with an
ever-wider spectrum of people
who find great value in art, design,
quality, craftsmanship ...

... and **enchantment.**

Dear Mr. Bos,

NPAFE is proposing **Trésor de la Danse**, exclusive original contemporary ballet and modern dance performances affirming the Van Cleef & Arpels identity to a wider universe of high net worth people all across America. And beyond.

Trésor de la Danse is inspired by George Balanchine's "Jewels", the recent Benjamin Millepied incarnation of Van Cleef & Arpels' appreciation of the art of dance, and above all, Van Cleef & Arpels' embodiment of timelessness and beauty in their most delicate and entrancing forms.

Centering on live performances in cities with a Van Cleef & Arpels retail presence, **Trésor de la Danse** would also be captured in branded videos for Van Cleef & Arpels to use in media, print, and social media. It will also empower Van Cleef & Arpels to offer exclusive, invitation-only events showing not only performances but also works-in progress and closed-door rehearsals.

"**La Danse**" in **Trésor de la Danse** reinforces Van Cleef & Arpels' leadership position among high net worth people in a special way. Almost all of them are partial to grand marques supporting the Performing Arts. Almost all have a special passion for dance and, as they have in the past, will certainly favor original new works at times and places of Van Cleef & Arpels' own choosing.

The trust that NPAFE has earned from world-class performing artists like the ones you will meet here, together with the exclusivity they grant us to craft initiatives like **Trésor de la Danse**, is our most precious asset. It will become yours.

We are ready to review this opportunity with you and whomever you choose, by phone, video conference, or in person in New York City or Washington, DC. I am at cbrody@npafe.org, (o) +1 202.643.8048, (m) +1 202.213.3076.

Sincerely,



Clifford Brody, CEO

Enough about the idea.

**Turn the page
to meet just a few of the
many artists ready to bring
Trésors de la Danse to life.**

Exclusively for Van Cleef & Arpels.

Powerful Influencers.

Jewelry and dance incite the same emotions. They bespeak a giddy sense of excitement, a dedication to precision and finesse, and the pursuit of perfection.

Balanchine and Millepied proved that dance can bring alive the enchantment of Van Cleef & Arpels' identity.

Trésors de la Danse is all about affirming Van Cleef & Arpels' identity to a wider universe of high net worth people all across America. And beyond.

How? By using the **influencer power of these acclaimed contemporary ballet and modern dance creator / performers to assure that everyone remembers Van Cleef & Arpels for its creativity, culture, poetry and enchantment.**



Photo credit: ACDA

New York

Sidra Bell Dance New York: A world-renowned boutique brand of prolific movement illustrators based in New York City who present internationally and foster innovative and progressive dance theater in a world of ideas. Creative leader: Sidra Bell, sidrabelldancenyc.org



Washington, D.C.

Bowen McCauley Dance: For 21 years Bowen McCauley Dance has energized broadly diverse audiences locally, nationally, and internationally with inventive and vibrant choreography – a fusion of contemporary and classical techniques set to a sweeping range of musical styles. Creative leader: Lucy Bowen-McCauley. bmde.org



Boston, SoCal & Beyond

Kevin Jenkins Choreography. A 21st century dance genius, Kevin Jenkins has choreographed for State Street Ballet, Columbia Ballet Collaborative, Big Muddy Dance, Western Ballet, Dimensions Dance Theatre of Miami, among others. His choreography has been performed on the Inside/Out Series at Jacob's Pillow Dance Festival and at West Wave Dance Festival in San Francisco. Dance Magazine has praised his work as "riveting" and he is currently on faculty at Boston Ballet School. www.kevinjenkins.org



Santa Barbara

State Street Ballet: A critically-acclaimed company of professional dancers from around the world sustaining rave reviews and sparkling reputations at home and on tour, their mission is to enrich both audiences and their community by exposing a wide and increasingly diverse audience to dance. Creative leader: Rodney Gustafson. statestreetballet.com



Annapolis & Eastern Shore

Ballet Theatre of Maryland: As Maryland's premier professional ballet company, BTM inspires its audience through high-caliber ballet performances that engage the mind and spirit and express Maryland's unique voice through movement. Creative leader: Dianna Cuatto. www.balletmaryland.org



Minneapolis

Threads Dance Project: Created to viscerally connect movement, music and the meaning of being human, Threads' mission is to examine, expose, and celebrate the threads that connect us. Creative leader: Karen L. Charles. threadsdance.org



Newport

Island Moving Company: A classically trained contemporary ballet company, founded on the belief that collaboration and a supportive environment enhance the creative process, producing great works of art representing profound expressions of the human spirit and experience. Creative leader: Edward McPherson. islandmovingco.org



Chicago

NY2 Dance: A virtuosic dance theatre company of engagingly individual dancers from around the world exploring the abstract telling of humanity's story through movement using a dynamic mix of multimedia and diverse theater techniques. Creative leader: Nejla Yasemin Yarkin. www.ny2dance.com



Baltimore & Mid Atlantic

Deep Vision Dance Company. Acclaimed for years for producing high-quality choreographic work in the Baltimore and Middle Atlantic area, with thoughtful works inspired by the emotional complexity of humankind and the strange beauty of the world around us. Creative Leader: Nicole A. Martinell. deepvisiondancecompany.org



National & International

Paul Taylor American Modern Dance. Once known as the "Bad Boy" of modern dance, Paul Taylor is today globally recognized as the greatest living pioneer of American modern dance. The Paul Taylor company has performed in some 524 cities and 64 countries, with Taylor himself attaining iconic status in the US and abroad.
ptamd.org



The data is overwhelming and crystal clear.

People who come to see influencers like these acclaimed contemporary ballet and modern dance performing artists are more brand loyal than almost anyone else.

They are preferred audiences with more disposable time and money, people who invest heavily in their children's and grandchildren's future, and they now include Millennials who are actually accumulating savings and even starting to invest.

These people want the very best and willingly pay for the very best. They consider brands that sponsor NPAFE-partner performing artists as the very best.

Contact NPAFE now. Find out exactly what this means for how Van Cleef & Arpels will benefit from **Trésors de la Danse.**

See the inside cover for the easiest ways to reach us.

The National Performing Arts Funding Exchange...

...is the country's only nonprofit that specifically arranges direct corporate sponsorships to expand funding available to the nation's exceptional community of entrepreneur-performing artists, creators who lead others rather than following them.

These are especially talented people, not only because they create new works but also because they make great effort to pass their skills and knowledge to future generations.

Most performing artists don't meet both criteria. The ones who do have proven time and again how to make their corporate funders known and respected by people all across America and beyond. Our reason for being is to make sure that these artists and their corporate sponsors both succeed.

We are proud to be able to help them – and you – achieve this special success.

See the inside front cover for contact information.

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