

Alborada Spanish Dance Theatre – January 2009

www.alboradadance.org



2008 - Another Great Year for Alborada

2008 was another exciting year of accomplishments for Alborada. Now in its fourteenth year as a cultural resource in NJ, and one of our state's leading dance companies, we continue to increase our visibility throughout the state, with return engagements at several venues and an ever-growing audience. In 2008, all of our programs - whether our diverse and vibrant full-stage theatre productions, our Arts-in-Education programs for school grades K-12, colleges, libraries and seniors centers, or our exciting Flamenco tablaos in some of NJ's finest Spanish restaurants - brought the beauty of the Spanish cultural arts to over 17,000 people.

A Successful 2008 Fall Season

2008 Highlights:

- * Alborada reached over 17,000 people in NJ with the Spanish cultural arts.
- * Target awarded Alborada a grant in support of Arts-in-Education programs for financially underserved NJ public school districts.
- * Alborada received a new donation from the Dorsey & Whitney Foundation (MN).
- * Alborada had its 4th appearance on NJN.

We thank you – our fans and supporters – for continuing to come out and see our shows, especially in this challenging economic environment. Alborada is gratified that our Flamenco and cross-cultural productions continue to draw interest from the public and theatres, which we believe is due not only to their entertainment value (we bring the equivalent of a Broadway show for an average ticket price of \$20), but also due to their educational content. Our unique cross-cultural productions grace the stage with 15 - 20 dancers and 10 - 15 musicians and singers, featuring exciting guest artists and authentic sets and costumes. From the **“Feast of Sarah: A Gypsy Festival”** (located at New Brunswick’s George St. Playhouse in May) presenting the diversity of Gypsy cultures from Spain, Hungary and the Balkans – to **“Spain Meets Ireland: The Celtic Connection”** (presented by UCPAC in Rahway in September) celebrating northern Spain’s and Ireland Celtic roots – to **“La Petenera: The Sephardic Connection”** (presented by the Princeton Arts Council at the Princeton Regional Schools P.A.C. in October and by Atlantic City’s Dante Hall Theatre of the Arts in November) telling the story of the exodus of a Sephardic Jewish family from Spain in 1498 - we explore the influences of other world cultures with the cultural traditions of Spain in musically and visually engaging productions. We are pleased by our annual presentation by Trenton’s Passage Theatre, which in March featured our **“Fuego - The Fire Within”** Flamenco production fusing modern influences with traditional dances.

Homenajes Premieres at Piscataway H.S. Theatre



On December 6, we premiered our newest production (funded by the Middlesex Cultural & Heritage Commission) **“Homenajes: A Tribute to Federico García Lorca, José Greco and María Alba”**, hosted by the Piscataway Cultural Arts Commission at Piscataway High School. Many of you who attended told us this was our best show yet. It featured Flamenco and classical dances performed to songs adapted from Lorca’s poems; plus classical and Flamenco dances performed in tribute to the great Spanish dance icon José Greco; and re-staging of the signature dances of María Alba, co-founder of Alborada.

NJN Television Features Alborada on *Images/Imagenes*

In May, we were thrilled to have our FOURTH appearance on NJN Television's *Images/Imagenes* in the program "**Flamenco's Untold Story**", featuring excerpts from our Sephardic Connection production. Our Executive Director Eva Lucena was interviewed on the show, where she explained the compelling history of the Spanish Jews and narrated the highlights of the show. We are gratified at the response this production continues to receive from the public and in particular from the Jewish community. We received these wonderful words in a letter from an audience member at our October 16 Sephardic Connection performance in Princeton: "*You certainly brought joy and tears to me during those 2 hours of incredible song and dance...Many thanks for what you are creating.*"

"A Taste of Spain" - News on Arts-in-Education



Children learning use of the hands for flamenco

In 2008, Alborada reached approximately 10,500 children with our Spanish dance and music assemblies in 40 schools (grades K-12), ranging from the north in Sussex and Morris, to central Jersey's Middlesex, Union, and Mercer counties, to the south in Monmouth, Ocean and Cumberland. We not only perform the rich diversity of Spain's Flamenco, classical and folkloric dances and music, we also provide interactive opportunities for the children and their teachers to learn the basics of footwork, rhythmic clapping and castanets. These assemblies help our schools meet the New Jersey Core Curriculum Content Standards pertaining to performing arts, world cultures, history and languages.

Alborada received our FIRST ever grant in 2008 from Target in support of 3 Hispanic Heritage school assemblies for financially underserved public school districts in NJ. Target's generosity enabled us to bring assemblies to the Hubbard Middle School in Plainfield in October and to the McKinley Elementary School in Newark in November. From the Hubbard School we received the following comments: "*The Alborada Spanish Dance Theatre delivered an interactive opportunity of teaching and learning about Hispanic Heritage unlike any we have experienced. The students were on the edge of their seats as they learned about the castanets, classical dances, merengue, flamenco, guitar demo and clapping (for the dancers). The dance troupe prepared engaging routines, students participated, and staff joined in with the fun dancing in the aisles.*"

Alborada is pleased to be part of the rosters of Arts-in-Education programming of Young Audiences-NJ, the Morris Arts Council and The College Agency.

Our community outreach includes performances in senior centers, assisted living residences and nursing homes, libraries and outdoor festivals. Our community performances also provide great opportunities for students in our fast-growing Flamenco classes to hone their skills and have lots of fun together!

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2008 Annual Gala & Fundraiser



Another highlight this year was our Fourth Annual Gala & Fundraiser in April, honoring Isabel Nazario, Associate Vice President for Academic and Public Partnerships

in the Arts and Humanities at Rutgers, The State University of New Jersey, for her many contributions to the Hispanic community and her outstanding work as an educator.

It was truly a magical night. Our dancers performed, we partook of the wonderful Portuguese and Spanish cuisine of Ria Mar Restaurant, we danced to the beautiful music of Donny Pesce and great fun was had by all. Our Gala was also a financial success, which has helped us fund many of our programs this year.



Sponsors - Muchas Gracias - Thank you for your Support!

Alborada is grateful not only for the support you - our individual donors and sponsors - continue to show us, but also for the support from foundation and corporate funders. We extend our heartfelt thanks and appreciation to the Middlesex County Cultural & Heritage Commission for its twelfth annual award to us, which has enabled us to develop our full-stage cross-cultural productions

over the past several years, and this year - Homenajes. In 2009, this grant will allow us to bring you "The Journey" – an exploration of Flamenco's roots by tracing the migration of the Roma (Gypsies) from northern India through Egypt into southern Spain. Geraldine R. Dodge Foundation is another major funder, helping us to not only take care of our day-to-day operations, but also providing the tools to help

grow our company and develop our long-range goals. Another first for 2008 was a donation from the Dorsey & Whitney Foundation in Minneapolis in support of our programs. We are also very grateful for many local businesses that have helped us over this past year, as well as to our volunteers, who tirelessly help us complete our day-to-day tasks and conduct fundraising activities.

More from Homenajes



Contact Us:

Alborada Spanish
Dance Theatre
55 Piersoll Road
Old Bridge, NJ 08857

Phone: 732-255-4071

Fax: 732-255-4079

E-mail:

alboradadance@aol.com

Website:

www.alboradadance.org

Fería and El Día de Tres Reyes Celebration!

Alborada and Om Baby Studio in Pt. Pleasant celebrated the traditional Hispanic holiday *El Día de Tres Reyes* (Three Kings Day) by hosting a “Feria” party on January 3 for our extended family of students and their families and friends. Featuring Spanish tapas from Little Spain Restaurant (Fords), wonderful sangría made by Eva Lucena, and more tasty appetizers and desserts made by our dancers and students, we welcomed in the New Year by dancing Sevillanas and our favorite Flamenco dances and playing lots of Flamenco games. Everyone loved our Sevillanas version of “musical chairs”, pinning the tail in the Toro (bull), and much more. We can’t wait for the next Feria in the fall!

More from Homenajes (Homenajes and Gala Photos by Felino Nebiar)



From the Executive Director:

We wish all of you Un Prospero Año Nuevo - A Very Happy New Year. In this current economic climate, we know attending arts performances may be last on your list, but we strongly encourage you to continue to come out for the arts in New Jersey. They are a vital part of our state’s culture and a special way to bring joy into these troubled times. Also please know that **Alborada’s** Board of Trustees is doing its best to present our programming in 2009 in the most cost-effective way possible, so we can continue to bring the beauty and diversity of the Spanish cultural arts to benefit the public despite all the challenges that lie ahead for our non-profit arts world. Alborada has many exciting plans to build our company and its infrastructure over the coming years, we hope you will support us in any way you can.

Please continue to visit our website for news on our **Fifth Annual Gala & Fundraiser at Ria Mar Restaurant on Sunday March 22 from 5:30 – 10:30pm** and our **Spring 2009 performance season.**

With warmth and love,

Eva Lucena, Executive & Artistic Director
Alborada Spanish Dance Theatre