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VELOCITY TAKES OFF

Seattle's Hub for Contemporary Dance and Performance Celebrates A Remarkable 20 Years

(Seattle, WA) – For 20 years, Velocity has gathered people on Capitol Hill around a common love of making, experiencing, experimenting and watching dance. But in recent years, since a new team came onboard after Velocity lost its home in the old Oddfellows Building, it's been on-fire: growing ticket sales 348% over four years, launching Seattle artists onto the national stage, and garnering attention from around the country for its visionary leadership as an artist-led, community centered dance center.

“Right now Velocity is a ship that has a momentum, drive, and push that is unwavering and unrelenting – the momentum and drive of Velocity to grow and build the Seattle dance community is unstoppable.” – Jody Kuehner aka Cherdonna Shinatra

As Capitol Hill goes through dramatic changes, Velocity has safeguarded a vital art space in their primary home on 12th Avenue, and recently stepped-up to manage [V2](#), a temporary pop-up art space in the old Value Village that has been activated by hundreds of artists and community groups since April.

Five years ago, at the edge of the Great Recession, Velocity had a debt and deficit compounded by an emergency capitol campaign, and audiences were diminishing. But by 2013, after re-examining its mission and core values, Velocity re-emerged debt-free with a revenue growth of 265%. As Velocity celebrates 20 years, it is thriving – its creative entrepreneurship putting it on a healthy-course that is full-steam ahead!

“I think our success says ‘you can take big risks, be artist-driven and community-driven, and still succeed.’ Velocity is committed to being a safe place for unsafe ideas. We’re committed to creating generous spaces for people to experience, experiment, and come together around dance. And as an artistic director, I’m responding to the times we live in, but I’m ultimately led by our artists – artists’ ideas, needs, dreams, innovations and investment. After all Velocity’s been through, we almost didn’t make it. But now, at a critical time for the arts on Capitol Hill, and a vulnerable time for arts centers around the country, we’re here, thriving.”

– Tonya Lockyer, Velocity Artistic Director

In recent years, Velocity’s new signature program, [Made in Seattle](#), has produced projects with Ezra Dickinson, Kate Wallich, Alice Gosti, Amy O’Neal, Danielle Agami, Cherdonna Shinatra. . . that have been catalytic for their careers. In the first four years of Made in Seattle, Velocity developed nine projects that helped propel Seattle artists onto

the national stage. Wallich's Made in Seattle production *Industrial Ballet* filled more than 900 seats at the historic Moore Theatre, and was later presented by the prestigious Jacob's Pillow Dance Festival. Gosti's *Bodies of Water* recently brought a 5-hour performance to thousands of audiences at the Seattle Waterfront. Through Made in Seattle, Velocity's artistic director also works one-on-one with artists helping them strategize everything from their next career moves to how their work is in dialogue with the communities around them. In 2015, when Dance Magazine named the "25 Artists to Watch" internationally— three of the 25 artists were Made in Seattle Alum.

Velocity has produced, presented, and hosted countless local, national, and international contemporary performance stars including Ralph Lemon, Bebe Miller, Darrell Jones, Tere O'Connor, Pat Graney, Reggie Watts, Miguel Gutierrez, Anouk van Dijk, Deborah Hay, Faye Driscoll, 33 Fainting Spells, KT Niehoff, Zoe Scofield/Juniper Shuey, Danielle Agami, Monica Bill Barnes & Co, and many more.

Velocity works hard to be intellectually rigorous and highly inclusive . . . This is one of the smartest dance communities I have ever spent time with.

– Ralph Lemon, Seattle Festival of Dance Improvisation Faculty

>> To see Velocity's full 20th Anniversary Season or to learn more about this national beacon for new dance, visit VELOCITYDANCECENTER.ORG.

“20 years ago, Velocity was founded to ignite a Seattle dance scene. Today, it's a national beacon, instrumental in making Seattle one of the top dance cities in America.”

– KT Niehoff, Velocity Co-Founder

ABOUT VELOCITY

Mayor's Arts Award and Genius Award winning Velocity Dance Center is Seattle's forward-thinking laboratory and essential incubator for dance and emerging ideas. A national nexus for dance, Velocity is recognized as a leader in new dance development in the US. With artist-driven, community-centered artistic and education programs, Velocity is instrumental in making Seattle a destination city with one of the most active dance communities in the nation. With artist-led classes and workshops every day, performances every week, three annual dance festivals, ongoing humanities programs that activate thoughtful conversations, as well as weekly community events from social dances to family-style dinners, Velocity is a portal for those new to dance and an important community resource. Home to hundreds of independent dance artists and renowned for producing innovative, cutting-edge work, Velocity has featured performances and master classes by art stars Tere O'Connor, Pat Graney, Reggie Watts, Miguel Gutierrez, Anouk van Dijk, Deborah Hay, Faye Driscoll, 33 Fainting Spells, KT Niehoff, Zoe Scofield/Juniper Shuey, Danielle Agami, Monica Bill Barnes & Co, and many more. Velocity is Seattle's only dedicated contemporary dance venue where groundbreaking work and disciplined practice coexist.

VELOCITY MISSION

Velocity advances contemporary dance and movement-based art by fostering the creative explorations of artists and audiences through an invested commitment to education, creation, performance, inquiry, community participation, and inter/national exchange.

*Velocity's programs are made possible thanks to the support of our sponsors:
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