

# LIGHTING THE DARK

## Marketing Kit



# LIGHTING THE DARK

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COMPANY INFORMATION	
COMPANY BIO	<p>As a major champion of the arts in regional North Queensland, Dancenorth Australia balances a dynamic regional presence with a commitment to creating compelling contemporary dance that tours the globe.</p> <p>Dancenorth is one of Australia’s leading contemporary dance companies having presented work in over 55 International Arts Festivals and venues around Australia and the world and is an integral part of the Australian dance ecology making a significant contribution to the dance sector and building literacy around contemporary dance nationally.</p> <p>An epicentre of cultural exchange, Dancenorth empowers and supports dancemaking in Australia and independent practice through residencies, secondments, and creative developments through our Artistic Leadership and Capacity Development Program.</p> <p>Alongside the professional Ensemble and touring productions sits an equally vital pillar of focus: Community Experience. Driven by a dedicated team, Dancenorth works with diverse and minority communities across Queensland using dance to support, enhance, inspire and heal - bringing communities together.</p>
WEBSITE	<a href="https://www.dancenorth.com.au">https://www.dancenorth.com.au</a>
FACEBOOK	<a href="https://www.facebook.com/DancenorthAustralia">https://www.facebook.com/DancenorthAustralia</a>
INSTAGRAM	<a href="https://www.instagram.com/dancenorthaustralia/">https://www.instagram.com/dancenorthaustralia/</a>
LINKEDIN	<a href="https://www.linkedin.com/company/dancenorth-australia/">https://www.linkedin.com/company/dancenorth-australia/</a>
VIMEO	<a href="https://vimeo.com/dancenorthaustralia">https://vimeo.com/dancenorthaustralia</a>
KEY PRODUCTION DETAILS	
BILLING	Dancenorth Australia (first reference) Dancenorth (subsequent references)
PRODUCTION NAME	<i>Lighting the Dark</i>
GENRE	Contemporary Dance
DURATION	60 minutes
CLASSIFICATION	All ages

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WARNINGS	Contains strobe lighting, theatrical haze, and loud / startling noise.
KEY WORDS	High-intensity, music, dance, live performance, multi-artform, joy-inducing, inclusive, all-ages, captivating, upbeat performance, Contemporary Australian
AUDIENCES	<p><i>Lighting the Dark</i> is truly a whole of community event. The audiences for <i>Lighting the Dark</i> can be quite broad and diverse, as the work combines contemporary dance, music, theatre, and direct appeals to the audience to create a unique and engaging performance experience. Potential audiences may include fans of contemporary dance, pop-culture enthusiasts, music lovers, families and young people, and those interested in inclusive arts practices.</p> <p>A recent short season of schools' performances has demonstrated this work is <b>incredibly well-received by children, particularly in combination with Dancenorth's offering of school-based dance workshops.</b></p>

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## MARKETING COPY

### STRAPLINE

A journey to the very centre of what it means to be human.

### LONG COPY (<170 WORDS)

*Lighting the Dark* is a bold new work by Chris Dyke, a Kurna (Adelaide) based dancer and choreographer living with Down syndrome.

Chris, the embodiment of love itself, emanates compassion, transcending limitations and inviting us all into his radiant embrace. Yet, amidst his rich internal landscape of dreams and boundless imagination, the world often fails to see beyond the cover of the book – a book that if we dared to open, would reveal a radical inspiration, creative brilliance, hope and love.

With the mesmerising Dancenorth Ensemble by his side, Chris leads the way, transforming the stage into a portal where love and light illuminate the darkness. A masterpiece of collaboration and community, *Lighting the Dark* reminds us of the complexity of life's challenges.

Inspired by the iconic figures of Banksy, David Bowie and Freddie Mercury, Chris finds kinship in their revolutionary spirit, each serving as a reflection of his own vision.

*Lighting the Dark* is a profound celebration of the human experience, a transcendent journey that traverses individual and universal truths in a dance to the very centre of what it means to be human.

### SHORT COPY (70 WORDS)

*Lighting the Dark* is a bold new work by Chris Dyke, a Kurna (Adelaide) based dancer and choreographer living with Down syndrome.

With the mesmerising Dancenorth Ensemble by his side, Chris leads the way, transforming the stage into a portal where love and light illuminate the darkness. A masterpiece of collaboration and community, *Lighting the Dark* reminds us of the complexity of life's challenges.

*Lighting the Dark* is a profound celebration of the human experience, a transcendent journey that traverses individual and universal truths in a dance to the very centre of what it means to be human

### ONE SENTENCE DESCRIPTION

*Lighting the Dark* is a profound celebration of the human experience, a transcendent journey which traverses individual and universal truths in a dance to the very centre of what it means to be human.

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SOCIAL MEDIA COPY

Examples of social media post copy that can be replicated.

*Social Post Example 1:*

Dancenorth Australia is bringing its latest work, *Lighting the Dark*, to [ENTER PRESENTER NAME].

This groundbreaking work, directed by Chris Dyke, marks the first time an artist with Down syndrome has been commissioned to create a full-length work for a main stage company. The result is a wildly paced show overflowing with humour, heart and some epic battles.

*Social Post Example 2:*

Dancenorth's bold new work, *Lighting the Dark*, is coming to [ENTER PRESENTER NAME].

Director Chris Dyke, the embodiment of love itself, emanates compassion, transcending limitations and inviting us all into his radiant embrace. Yet, amidst his rich internal landscape of dreams and boundless imagination, the world often fails to see beyond the cover of the book – a book that if we dared to open, would reveal a radical inspiration, creative brilliance, hope and love.

With the mesmerising Dancenorth Ensemble by his side, Chris leads the way, transforming the stage into a portal where love and light illuminate the darkness. A masterpiece of collaboration and community, *Lighting the Dark* reminds us of the complexity of life's challenges.

*Social Post Example 3:*

Join us for the heart-opening new work by Dancenorth Australia.

*Lighting the Dark* is a bold new work directed by Chris Dyke, a Kurna (Adelaide) based dancer and choreographer living with Down syndrome. Performed by Chris and the Dancenorth Ensemble, this work is a profound celebration of the human experience, a transcendent journey that traverses individual and universal truths in a dance to the very centre of what it means to be human.

*Social Post Example 4:*

Lovers of 80s' Pop-Rock music icons, superheroes, and the ultimate love-conquers-all adventure, this is the show for you.

Don't miss your chance to see *Lighting the Dark*, the newest work by Chris Dyke

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and Dancenorth Australia. for a night of fun, laughter and many heartfelt moments.

## MARKETING CONTENT

- VIDEO
- REELS**
- 4 x 25-35 second unbranded reels ready to publish (16:9 and 9:16 formats)
  - 4 x 25-35 second professional resolution clips for editing (16:9 format)

[Download Lighting the Dark videos](#)

- IMAGES
- HERO IMAGE**  
Credit: Amber Haines
- PRODUCTION IMAGES**  
Credit: Aaron Ashley and David Kelly (see file names for details)

[Download Lighting the Dark images](#)

## CREDITS

- CAST & CREATIVES
- Direction:** Chris Dyke  
**Concept and Choreography:** Chris Dyke, Amber Haines, Kyle Page  
**Composition and Sound Design:** Anna Whitaker with Additional Lyrics and Composition by Felix Sampson  
**Design:** Andrew Treloar  
**Lighting Design:** Chloe Ogilvie  
**Performers/Choreographers:** Chris Dyke, Sabine Crompton-Ward, Tiana Lung, Aleeya McFadyen-Rew, Jag Popham, Felix Sampson, Michael Smith.

[Download Biographies](#)

- CREW
- Production Manager:** Candice Marshall  
**Stage Manager:** TBC  
**Production Technician – Sound, Lighting, Technical Operation:** TBC  
**Guardian/Support Workers – C Dyke:** TBC

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## DIRECTORS' NOTE

### DIRECTORS' NOTE

Happiness, Connection and Love.

These are the things I want you to feel when you watch *Lighting the Dark*.

Each of my heroes (Banksy, David Bowie, Queen, Batman, Superman, Flash and Spiderman) have their own dark side. Banksy, with his mask and hood, paints pictures at night in the dark, he has even gone deep down underground to paint train carriages in tunnels beneath the earth. In the morning when the sun illuminates the beautiful artwork, people come to see and take photos and share them all around the world. The messages in Banksy's work inspire the same three qualities I hope to remind you of: Happiness, Connection and Love.

Thank you to the dancers, Felix, Sabine, Tiana, Aleeya, Jag, and Michael, as well as the creatives Chloe, Anna, and Andrew – you are all super men and wonder women. Thank you to Hillary, Eloise, Candice, Daniel, Caitlin, Sarah, Aaron, Susannah, Yoshie, and everyone at Dancenorth. Thank you to my family. And thank you, Kyle Page and Amber Haines. This is our shared dream.

My heroes reflect my own power back to me. And this power is not just in me, it is in all of us. I hope this show inspires you to take it to the next level.

Love and peace,

Chris Dyke

## REVIEWS

### REVIEWS

[Brisbane Stage](#)  
[Nothing Ever Happens in Brisbane](#)  
[Townsville Bulletin](#)

### PULL QUOTES

#### **IN REVIEW (Olivia Stewart)**

"...contemporary dance at its most broadly appealing."

"Audiences of all ages can enjoy its wildly original creativity and sense of fun..."

"Fostering a sense of happy community through shared interaction, this warm and uplifting work highlights the rewards of seeing past our preconceptions."

#### **BRISBANE STAGE (Helen Gramotnev)**

"It took me back to my childhood, with games, heroes, dreams, and fun, where anything is possible, and play is a form of communication."

"...an intimate experience, where the audience becomes part of the show."

"Go on a journey of simple delights and child-like innocence and feel part of the

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family...”

“This show is about fun, spontaneity, and inclusivity.”

## **TOWNSVILLE BULLETIN (Trevor Keeling)**

“Forced one to throw out any preconceptions of what a performance is all about.”

## **AUDIENCE MEMBERS (Townsville, Preview Season)**

“It was beautiful, emotional, exciting... overall I felt hopeful for the future if we stick together as a community.”

“This performance moved me more than I can express.”

“An extraordinary piece of art.”

“It was so fun as well as so moving.”

“I cried and I laughed and I cried again.”

“Your productions are always wonderful, exciting, moving. This was the best I’ve seen.”

“It's been a highlight of the year for me!”

“Amazing soulful and funny and...just wonderful!”

“I felt as an audience we were included in the show, and so I felt I had a superpower too.”

## **AUDIENCE MEMBERS (Brisbane Festival World Premiere Season)**

“Such a spectacular show”

“It was OUTSTANDING!!!”

“Great show! Our hearts were full”

“A brilliant show!!”

## **ACKNOWLEDGEMENTS**

### **WRITTEN**

*LIGHTING THE DARK* was commissioned by Brisbane Festival, and is supported by the Queensland Government through Arts Queensland, and the Ian Potter Foundation. This project has been assisted by the Australian Government through Creative Australia, its principal arts investment and advisory body.

Dancenorth Australia is assisted by the Australian Government through Creative Australia, its principal arts investment and advisory body, and the Queensland Government through Arts Queensland, and by Townsville City Council.

Dancenorth is supported by the Tim Fairfax Family Foundation and receives funding from Creative Australia through the Australian Cultural Fund.

### **LOGOS**

Dancenorth Australia

Lighting the Dark wordmark

Brisbane Festival

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The Ian Potter Foundation  
Creative Australia  
Arts Queensland  
Townsville City Council  
Tim Fairfax Family Foundation

[Download logos](#)

## PERFORMANCE HISTORY

LOCAL PREMIERE	Lighting the Dark Preview Season June 2024 Townsville Civic Theatre, Townsville (Gurambilbarra), Queensland, AU
WORLD PREMIERE	Brisbane Festival World Premiere Season September 2024 Thomas Dixon Centre, Brisbane (Meanjin), Queensland, AU
REGIONAL QLD SCHOOLS TOUR	Regional QLD Schools Tour (Adapted Performance) July 2025 All Saints Theatre, St Andrew's Catholic College, Gimuy (Cairns), Queensland AU Northern Beaches Performing Arts Centre, Yuwibara Country (Mackay), Queensland, AU

## COMMUNICATIONS CONSIDERATIONS

Things to be mindful of when planning your campaign

- Dancenorth promotes *Lighting the Dark* as Australia's first work directed by an Artist living with Down syndrome, but does not labour the point. It is preferred that Presenters focus on the work's messages of happiness, connection and love; boundless optimism; and the show's references to pop culture icons such as Banksy, super-heroes and David Bowie.
- Chris Dyke identifies as an Artist living with Down syndrome and/or a Champion for inclusivity.
- Chris Dyke does NOT identify as an Artist living with disability, or intellectual impairment.
- Chris Dyke is largely non-verbal. Phone/in-person interviews can be conducted by Chris Dyke and Kyle Page together. Dancenorth can facilitate written responses for media.

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- The preferred presentation of Down syndrome is with a capital D, lower case s.

## RESOURCES FOR PRESENTERS

Dancenorth has developed these resources to support our Presenters

### **PRESENTER PACK**

Outlines technical specifications and details for assisting your venue in the presentation of *Lighting the Dark*.

### **COMMUNITY ENGAGEMENT OFFERINGS**

A list of value-add engagement opportunities to assist with pre-show audience development.

### **EDUCATION PACK**

Aligned with Australian Curriculum (Dance V9) and the QCAA Dance Syllabuses, the package includes ready-to-use lessons and enquiry-based tasks that connect professional choreographic practice to curriculum content.

[Download Resources for Presenters](#)

## CONTACT US

For marketing approvals, campaign planning, announcements, and media opportunities

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