

BRED Producer Pack



What if work made you feel *good*??

In the context of the cost of living crisis and increasingly widespread financial precarity, with fewer and fewer opportunities to 'turn off', BRED is a participatory performance – and fictional company – inviting you to rethink value and productivity. Both humorous and thought-provoking, at BRED you'll get up close and personal with bread dough, move your body, and more.

Blurring the line between art and work, reality and fiction, participants become 'team members,' co-creating a tongue-in-cheek performance of professional passion and productivity. The twist comes with the actual 'work:' the BRED team 'trains' everyone to accomplish two core activities based on resting with rising bread dough and accessible dance improvisation. Resting and dancing are usually considered unproductive activities; yet have been shown to increase overall wellbeing and health - and even joy. The result is a co-created performance which questions the pressure to be always 'on', always productive, from the inside.

Trailer: <https://juliapond.com/bred/>



DURATION AND CAPACITY

BRED's format is flexible; it can appear as an **installation**, or act as a **festival hub**. Excerpts can be performed in **theatre** settings. The duration and capacity for each are below:

Installation: BRED can open as a public installation 6-8 hours per day from 2 days to 4 weeks. Come and go as you like is preferred but depending on budget timed entry slots can also be arranged. over one working day BRED's team of 5 artists can engage approximately 125 people live, with an additional 298 if the 'work-from-home' (Zoom performance) option is activated. The installation can fit in galleries, co-working spaces, or vacant high street spots.

Festival Hub: BRED's team can host a one of a kind festival hub where people can rest, dance, bake, and snack on fresh bread with jam, all in the context of the offices of this fictional company. Duration: festival hours. Capacity: depending on space, with 2-3 BRED team members we can support 30-50 folks at a time.

Theatre: The 1:1 meeting and the Manager-festo are well-suited to theatre or gallery settings. The Manager-festo is a solo TED-talk style riff on what makes a great manager, which exposes the rage and vulnerability of the body, and is followed by the duet 1:1 meeting which uses movement, a big piece of bread dough, and corporate lingo to satirize professional communication. Duration: 40 minutes (20min each)

Get in touch to book us. We are also open to discussing your ideas for how the creative fiction of BRED could be adapted to your needs.



SUPPORT

BRED's initial R&D was completed at Trinity Laban / Independent Dance and it has since received residency and further development support as well as performed excerpts from Pavilion Dance Southwest, Calm Down Dear Festival, TripSpace's Make Movement Matter Festival and Cross-Pollination Theatre Collective. In 2024 we are actively seeking institutional partners, residencies, and performance bookings.

TEAM

Julia Pond (artistic lead, performer) is an interdisciplinary dance and performance artist, teacher, researcher, and mother. Her performance career began with American modern dance, transitioning to interdisciplinary and experimental work since 2018. Julia's choreographic and performance work has been performed in New York, Rome, and London, recently at TripSpace Make Movement Matter Festival and Calm Down Dear Festival of feminist performance. Her teaching follows her artistic research, currently at venues like Independent Dance and TripSpace. Between 2011-2018 Julia also held startup and corporate roles as a director of content in the travel industry. A co-initiator of the podcast DanceOutsideDance, Julia is a TECHNE-funded PhD candidate at Kingston University researching dance and political economy. She holds an MFA Creative Practice: dance professional from Trinity Laban and an MA International Relations.

Manuela Albrecht (collaborator, performer) is a Brazilian interdisciplinary movement artist, facilitator, performer, researcher, and mother based in London. With a trajectory drawn from physical theatre, contemporary dance and somatic practices, and an in-depth study of the Viewpoints Technique, my creative practice is situated in the intersections between somatics and politics. I work as an independent artist and I hold an MFA in dance at Trinity Laban. My research is within the realm of the embodiment of micro-politics where I'm reflecting on experiences of physical support, belonging, politics of care and arts activism.

Mia Schmitt (collaborator, performer) is a dance artist, circus artist, wrestler and corporate refugee. Mia Schmitt is a freelance performer, whose own research is focused on the commodification and surveillance of the body. She holds an MFA Creative Practice from Trinity Laban.

Heidi Rustgaard (production consultant) is a choreographer, dancer and curator. Since 2000, she has worked collaboratively as a choreographer and performer duo with Hanna Gillgren operating as H2DANCE, working between Norway, Sweden and the UK. In 2018, H2DANCE set up Fest en Fest, an international festival of expanded choreography.



Contact: Julia Pond
info@juliapond.com
+44 795 132 3926
<https://juliapond.com/BRED>