

# BRED

What if work made you feel good?



An interactive performance re-thinking value,  
productivity and dough

# ABOUT THE PRODUCTION

BRED is an interactive performance – and fictional company – inviting you to rethink value and productivity.

Blurring the line between art and work, reality and fiction, members of the public co-create a tongue-in-cheek performance of work in an open plan office like no other. Passers-by can try out what it's like to work at BRED: completing 'training' in two core activities: resting with rising bread dough and an accessible dance improvisation. BRED asks what it really means to be productive, opening space for conversation and reflection for 'workers' of all ages and abilities.

Championing positivity and joy, BRED puts resting and dancing at the heart of the piece. Both activities are often considered unproductive – but have actually been shown to increase overall well-being and health. Participants can take their dough. Unused dough is even turned into focaccia and distributed free the following day: embodying BRED's spirit of generosity, open-ness and play.

Often found in vacant shop fronts or meanwhile spaces, BRED is both humorous and thought-provoking – bringing audiences up close and personal with bread dough, whilst enjoying accessible movement activities.

**We would love to bring BRED to a space in your community and help begin a conversation about both work and wellbeing.**



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



**‘It was one of a kind experience.’**

Participant, Green Lanes Shopping Centre



# THE TEAM

## **JULIA POND - Artistic lead and performer**

Julia is an interdisciplinary dance and performance artist, researcher, and mother. Her performance career began in 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, at venues like Independent Dance, Playground Rambert and TripSpace. Between 2011-2018 Julia had a parallel career as 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 and performer**

Manuela 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.

## **HEIDI RUSTGAARD - Production Consultant**

Heidi 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.







**‘Inclusive, relaxed and fun’**

Participant, Barnstaple

# LOGISTICS

BRED's format is flexible; it can appear as an installation, a festival hub or as a performance. The details for each format are included below:

## Installation

BRED can open as a public installation 6-8 hours per day for 2 days to 4 weeks. Inviting people in with the smell of baking bread, and impersonating a real business, participants can come and go as they like. The installation is intended to animate vacant high street spots. This appeals to a variety of audiences and can include a 'creche' aimed at child-friendly engagement with the project themes. The BRED installation can also include an open social evening, 'BRED and cheese' which is open to all to come, chat, eat, and drink - a natural partnership with local businesses and a way to engage loosely and conversationally with the project themes. Finally, we work with local artists and young people to join the BRED team in performance and production roles.



## Festival Hub

A one of a kind festival hub, hosted by the team, where people can rest, dance, bake, and snack on fresh bread with jam, all in the context of fictional company offices. Depending on space, with 2-3 BRED team members we can support 30-50 festival goers at a time.

## Performance

BRED has two performative sections which are well-suited to theatre or gallery settings. *The Manager-festo* is a solo TED-talk style riff on what makes a great manager, exposing the rage and vulnerability of the body. *The 1:1 meeting* is a duet using movement, a big piece of bread dough, and corporate lingo to satirize the dance of professional communication. Both excerpts are approximately 20 minutes long and can be presented together or separately.

**We would welcome conversations with interested organisations about how we can adapt BRED for both your venue and your budget.**







**‘Great to see a fresh  
perspective on work  
culture’**

Participant, Barnstaple



# BOOKINGS

We would love to hear your ideas for how the creative fiction of BRED could be adapted to your needs, as well as sharing our workshop programme tailored to our performance work.

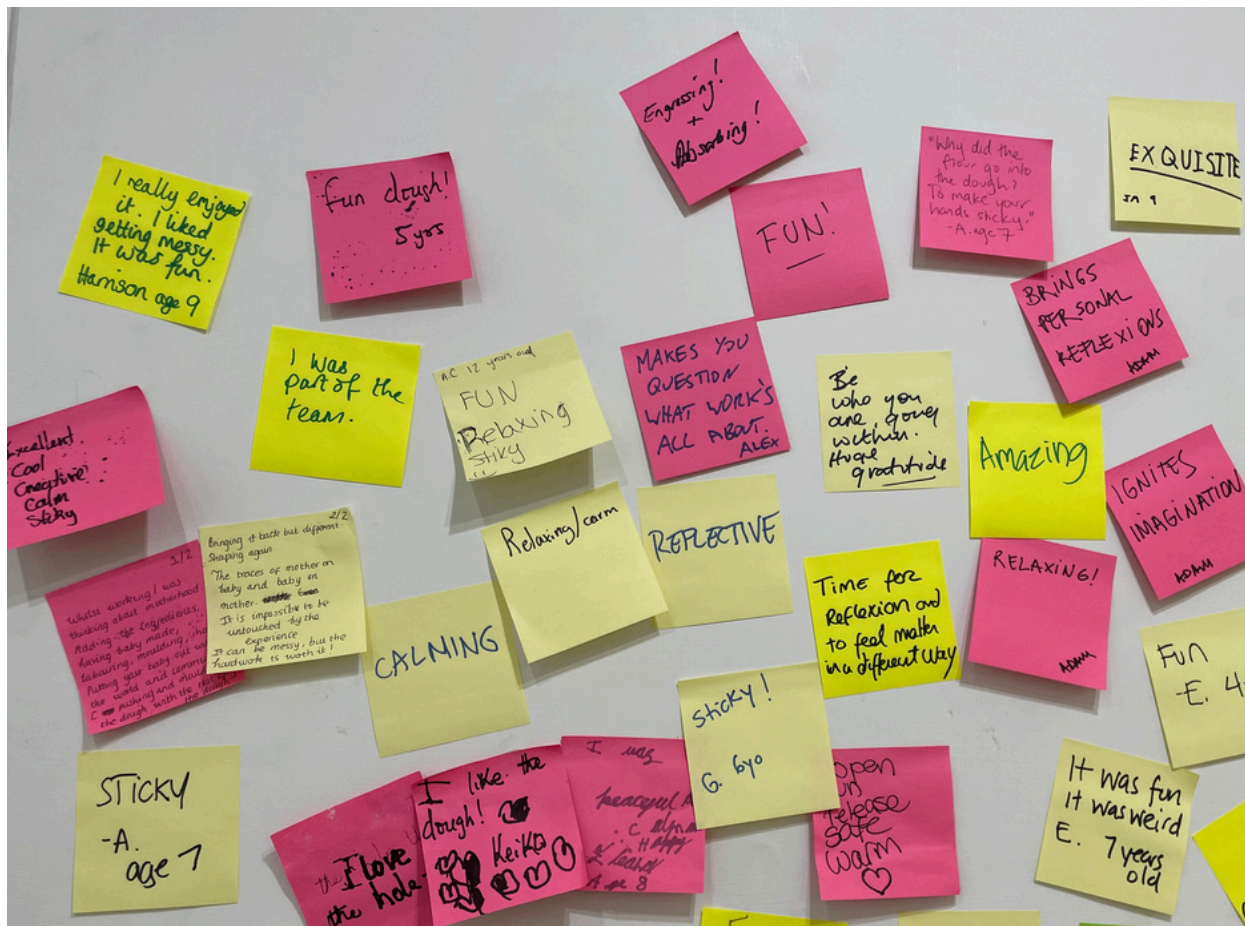
For future bookings or further information, please contact:

Julia Pond

[info@juliapond.com](mailto:info@juliapond.com)

+44 795 132 3926

<https://juliapond.com/BRED>



*Feedback from our recent installation in Barnstaple.*

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Ignites  
imagination!

Makes you  
question what  
work is all  
about

It was fun and  
weird!

Time for  
relaxation and  
to feel matter  
in a different  
way

Brings  
personal  
reflections

Engrossing  
and  
absorbing

Reflective

*Feedback from our recent installation in Barnstaple.*