



UCHENNA

OUR MIGHTY GROOVE PROMO PACK

OUR MIGHTY GROOVE

Duration: 50 mins (no interval)

Age Guidance: 14+

No. of performers: 5

Staging: Non-traditional
(Replication of nightclub environment)

Audience: Standing/Roaming

Workshops & projects related to Our Mighty Groove are available to book



Our Mighty Groove is directed and choreographed by Vicki Igbokwe and tells of the transformative power of the club dancefloor where anything can happen. It's about how people can feel empowered to be their authentic selves through dance. The production blends club styles with African and contemporary dance.



uchennadance.com



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MARKETING THE SHOW

PROMOTIONAL COPY

What to expect

Our Mighty Groove is an immersive-interactive production set within a New York underground nightclub where the space is filled with dance, music and diva antics. You are the audience and performer as you observe and experience the individual attributes of five female club goers whose personalities and amusing behaviour leave you standing on the edge of your feet!

Using Vicki Igbokwe's signatory blend of club styles, House, Waacking and Vogue, fused with African and Contemporary Dance, Our Mighty Groove is the theatre clubbing experience that empowers you to let go and LIVE YOUR LIFE on the dance floor!

Short copy (20 words)

Our Mighty Groove will immerse you in dance, music and 'divaness' in an interactive experience you won't want to forget.

Medium copy (50 words)

Our Mighty Groove will immerse you in dance, music and 'divaness' in an interactive experience you won't want to forget. Set within a New York underground nightclub, you are both spectator and participant to five characters whose personalities and amusing behaviour leave you standing on the edge of your feet!

Long copy (100 words)

Our Mighty Groove is an immersive-interactive production set within a New York underground nightclub where the space is filled with dance, music and 'divaness'. The audience is both spectator and participant as they observe and experience the individual attributes of five club goers whose personalities and amusing behaviour leave you standing on the edge of your feet! Using Vicki Igbokwe | Uchenna Dance's signatory blend of club styles: House, Waacking and Vogue, fused with African and Contemporary Dance, Our Mighty Groove is the theatre clubbing experience that encourages you to let go as the atmosphere and vibrations take you over.



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MARKETING THE SHOW

E-SHOT / PS SWAP EXAMPLE

don't miss
performance dance

OUR MIGHTY GROOVE
[INSERT YOUR VENUE HERE]
[INSERT YOUR DATES HERE]

Presented by Vicki Igbokwe | Uchenna Dance

Our Mighty Groove is directed and choreographed by Vicki Igbokwe and tells of the transformative power of the club dancefloor where anything can happen. It's about how people can feel empowered to be their authentic selves through dance. The production blends club styles with African and contemporary dance.

[INSERT YOUR BOOKING DETAILS HERE]

"In a city that never sleeps, OUR MIGHTY GROOVE draws from Igbokwe's introduction to the diverse dance world and characters of an underground club in New York. Queuing up outside the studio with a neon sign illuminated on the Bar and music booming, the clubbing atmosphere was well and truly set." - THEATRE FULL STOP

"I loved the way the theatre was turned into a nightclub environment."

Supported using public funding by the National Lottery through Arts Council England, Ged Matthews via Central St Martins in 2016 and donations via Kickstarter.

need to know
For ages 14+

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MARKETING THE SHOW

PROMOTIONAL IMAGES

Download hi-res

[Production Images](#)

Please credit:

Foteini Christofilopoulou for the
pics.

PRODUCTION TRAILERS

Download

[Promo \(MP4\)](#)

[Short Documentary \(MP4\)](#)

To request video footage for your
foyer or website, please email:
info@uchennadance.com

FLYERS & POSTERS

Provision of marketing materials
such as flyers and posters can be
negotiated.

INTERVIEWS

Vicki Igbokwe is available for
interview.



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WHAT THE PRESS SAY ABOUT OUR MIGHTY GROOVE



Josephine Leask, londondance.com

Blurs the boundaries between spectatorship and performance... (but) also taps into some of the immense pleasures of the clubland experience.



Dance Tog Blog

Our Mighty Groove is a high-energy immersive production combining infective rhythms, dance styles and attitude.



camdenreview.com

Igbokwe's movement vocabulary is urban in its content, African in its essence and contemporary in its aesthetic.



Theatre Full Stop

A fun-filled performance consisting of vivacious solos and dance battles.



Total Theatre

Our Mighty Groove is a theatre clubbing experience.



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THINGS YOU MIGHT WANT TO KNOW WHEN SELLING TICKETS

What is the show about?

Our Mighty Groove is an immersive-interactive dance theatre show with a promise to 'empower you to let go and LIVE YOUR LIFE on the dance floor! You are the audience and performer as you observe and experience the individual attributes of five female club goers whose personalities and amusing behaviour leave you standing on the edge of your feet!

What is the dance style?

Club styles House, Waacking and Vogue, fused with African and Contemporary Dance.

What is the music like?

House/Afro, underground and funky.

Who is the show suitable for?

Ages 14+

What is the running time?

50 mins.

Is there an interval?

No.



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SUPPORTED BY

Supported using public funding by the National Lottery through Arts Council England, Ged Matthews via Central St Martins in 2016, and donations via our Kickstarter campaign.

Creative Team (for 2016)

Creative Director & Choreographer: Vicki Igbokwe

Producers: Grace Okereke and Vicki Igbokwe

Production Manager & Lighting Designer: Pete Ayres

Rehearsal Director: Ingrid Mackinnon

Performers & Creative Collaborators: Habibat Ajayi, Sitsofe Attah, Shanelle Clemenson, Mademoiselle Ginger, Jessica Larsh, Theo Alade, Fabio Filippo, Diana Igbokwe, Gerrard Martin

Composer: Kweku Aacht

Tour Assistant: Jo Molyneux

Stylist: Aiyana Phakeerdoss-Boayke

Kickstarter Backers

Appreciation Circle: Jeffery Holt, Natasha Khamjani, Rachel Rogers, Joe Bates, Brooke Milliner, Pearl Jordan, Gina Chan-Martinez, Silke Arnold, Kerstin Arnold, Susie, Hana Riaz.

Fan Circle: Dionne Jude, Martha Stylianou, Tom Rowland-Rees, Nikhil Shah, Bimbi Philips, Raona Williams, Barbara Brann, Luke Hart, Steve Boyd, Jeanette & Jonathan Burnett.

Friend Circle: Tamara Mclorg, Nathan Wright, Paul Burns, Louise Bathersby, Soha Frem.



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