



DANCING ON AIR: *A History of En Pointe*

In 1832, Italian ballerina Marie Taglioni danced in the first recorded en pointe performance in *La Sylphide*. As the ethereal sylph, Taglioni revolutionized the art, creating a technique with which to float across the stage and personify the supernatural female characters in many classical ballets. Other female dancers began to rise to the occasion and the shoes followed suit.

While Taglioni danced en pointe in soft slippers – narrow tubes of leather covered with satin – other dancers needed more support to advance technically. Pierina Legnani used a harder shoe to become the first dancer to perform 32 fouettes (a series of whipping turns) on pointe. Anna Pavlova's shoes were the first to resemble today's model of pointe shoes.

As technique evolved, the shoes had to keep up. The shank became harder, the platform bigger and the box more reinforced, but the materials have remained the same. Pointe shoes are still handmade using primarily leather, burlap, paper, glue and nails.

1545 Main Street, Columbia, South Carolina 29201
ColumbiaCityBallet.com

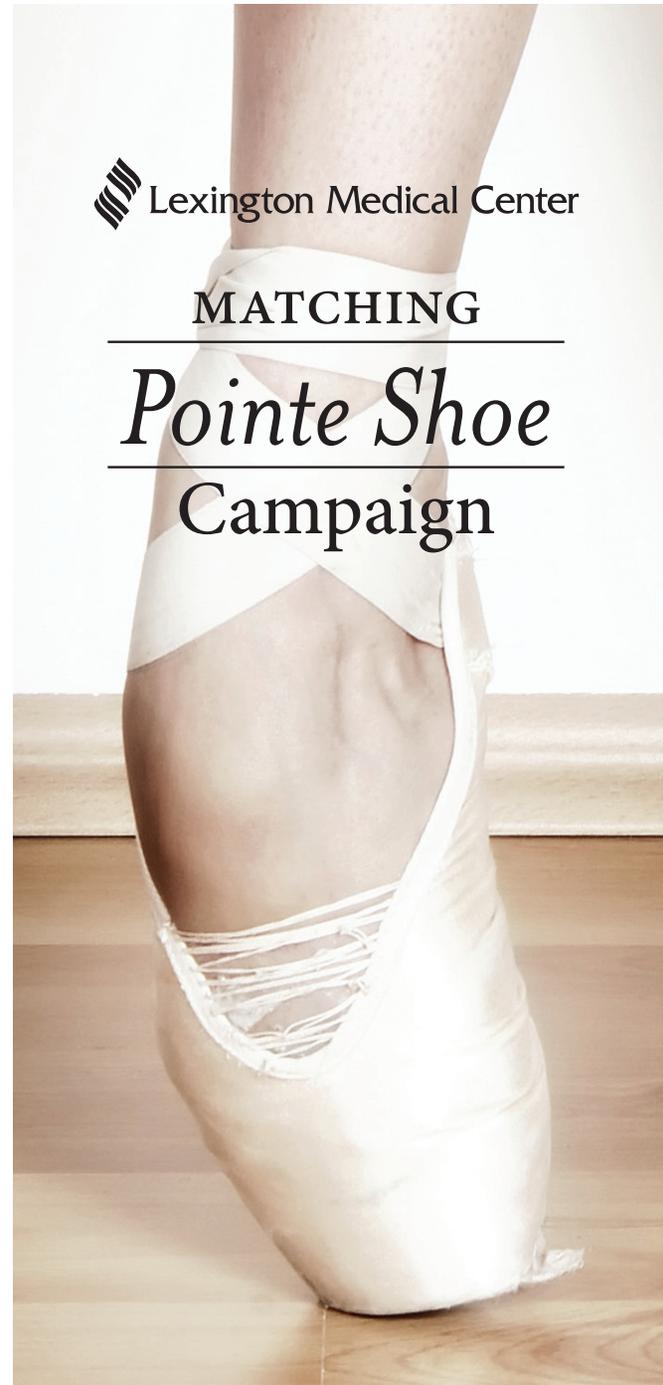


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MATCHING

Pointe Shoe Campaign



Did you know?

- Dancers begin taking pointe classes after several years honing technique in flat shoes.
- Ballerina Regina Willoughby exhausts two pairs of pointe shoes per full-length performance.
- Pointe shoes are not made ready-to-wear. They must be broken in to achieve a short-lived period of the perfect combination of quiet but strong support and suppleness before becoming too soft for dancing.
- The art of hand-making pointe shoes takes just as much craftsmanship as any ballet production.
- Only female dancers perform in pointe shoes. Male dancers wear soft, leather dance slippers.

- Many dancers prefer not only a specific brand of shoes, but also a specific cobbler.
- All pointe shoe contributors receive recognition in the Dancebill.



What is the Pointe Shoe Campaign?

The Columbia City Ballet is proud to have Lexington Orthopaedics, a part of the Lexington Medical Center Network of Care, as our Matching Sponsor for the Pointe Shoe Campaign. Lexington Orthopaedics will match dollar for dollar all contributions to our Pointe Shoe Campaign in an effort to keep the feet of our ballerinas healthy with a needed supply of pointe shoes.

Like other athletes and artists, dancers need the best equipment for peak performance. Pointe shoes are specialized,

Because of your contributions, we hope to provide our 20 female dancers with sufficient shoes for the entire 2013-2014 season, enabling us to perform for approximately 48,000 people and more than 30,000 children.

precision-made dancewear necessities. When pointe shoes are old, the shoes become soft and increase the risk of stress fractures in the feet and shins. This puts the health of our dancers at risk and greatly diminishes our ability to perform at the superior level our audiences have come to expect. Our last season was plagued with stress fractures due to an insufficient number of pointe shoes.

Columbia City Ballet's Matching Pointe Shoe Campaign was established due to the rapidly escalating cost of pointe shoes. The ballet provides its dancers with shoes at an average wholesale cost of \$85 per pair. A typical dancer goes through more than 20 pairs of shoes each season. With 20 female professional dancers, it is a substantial expense.

Giving to the Matching Pointe Shoe Campaign is easy – just fill out the form on the back and choose your preferred payment option. All contributions are 100% tax deductible and you will be recognized in our Dancebill for your donation!

Won't You Please Contribute Generously to Our Matching Pointe Shoe Fund

\$85	<i>one pair of shoes</i>
\$170	<i>two pairs of shoes</i>
\$340	<i>four pairs of shoes</i>
\$375	<i>soloist's shoes for one production</i>
\$425	<i>prima ballerina's shoes for one production</i>
\$1,100	<i>company member's shoes for one season</i>
\$1,350	<i>soloist's shoes for one season</i>
\$6,500	<i>all dancer's shoes for one production</i>
	\$ _____ ~ alternate donation amount
\$	Total Amount of Donation

Name: _____

Address: _____

City: _____

State: _____ ZIP: _____

Phone: _____

Email: _____

METHOD OF PAYMENT

Check Visa AmEx Discover

Card #: _____

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Signature: _____

Please return this form or call with your contribution to:

Columbia City Ballet
1545 Main Street, Columbia, SC 29201
(803) 799-7605

ColumbiaCityBallet.com