



**DUBAI**  
**DANCE**   
**ACADEMY**

# *Enhancing the presence of Art of Ballet in Dubai*

With its long-term vision to have a first national ballet school in Dubai, making the art of ballet available for everyone, the Dubai Dance Academy (DDA) is fast building Dubai's fine ballet scene from the grass roots upwards.

# *Bringing the Fine Ballet Scene to UAE*

Dubai Dance Academy is the first ballet school in Dubai to teach the authentic French method of classical ballet, with its selected students already being invited to the world's most prestigious training schools.

Bringing the leading ballet companies for annual performances, such as Paris Opera National Ballet, DDA nourishes the ballet scene and fine art in UAE.

Our long-term vision is to have the first national ballet school in Dubai, training dancers locally to a world-class level, and making the art of ballet accessible and available for everyone.



# Sharing the art of Classical French Ballet

DDA was established in 2011, conveniently located in Al Quoz area, SZR, for maximum access to children and adult students from all over Dubai.

DDA's teaching method is based on *Ecole de l'Opera de Paris* which distinguishes itself from other training methods in its demand for a clean, sophisticated style and encouraging elegant, soft and graceful movements.



# *A teacher with an international resume and a strong knowledge of Ballet*

Mrs. Reiko M Cheong performed on the world stage for over 20 years, starting a stellar ballet career in her native Japan, where she won the National Ballet Performance title at only 17.

She pursued her training in Paris under a close guardianship of one of the greatest teachers, ex-director of dance at Paris Opera Ballet, Raymond Franchetti, who trained most of the 'Etoiles' (Principals) from Paris Opera National Ballet like Agnes Letestu, Elisabeth Platel and Jose Martinez. There, she acquired the passion of the French style and decided to play a full part in perpetuating this style abroad.

Since January 2014, Mrs. Reiko M Cheong has been regularly inviting the finest dancers from Paris Opera to perform in the UAE, and created the Ballet Grand Gala with Stars from Paris Opera that have enchanted the UAE audience for the last past three years





## *Our teaching philosophy: Unleashing Potential*

Dubai Dance Academy focuses on an artistic approach to learning dance, helping students unleash potential through gaining confidence, discipline and artistic expression, in a calm environment without the distraction of marks and grades.

DDA classes are structured to ensure that students work towards developing strength, musicality and technique appropriate to their age and experience.

# *Introducing the world of ballet to everyone*

DDA embraces the diversity present in Dubai and strives to give all students an opportunity to fall in love with classical ballet. DDA attaches particular importance to a solid technical grounding, musicality and interpretation through posture of the head and the grace of the arms.

## **Baby Ballet**

- For children from the age of 3, both boys and girls
- Focuses on discovery of the body, exploration of movement and the coordination of gestures
- Incorporates the basis of technique
- Involves exercises and games as well as stretching exercises and short choreographies

## **Junior Program**

- For children from 4 and upwards, for both boys and girls
- Classes are divided by age groups
- Girls begin preparing towards working en-pointe at the age of 9-10 years old
- Incorporates foundations of technique and work toward developing their understanding of the vocabulary of classical ballet



## *DDA: Bringing students to a world-class level*

*For the first time in UAE: Reaching Youth America Grand Prix (YAGP)*

DDA dance students have entered into the prestigious Paris Opera National School and reach the semi-finals of international ballet competitions such as the Youth America Grand Prix (YAGP)

Offering pre-professional program and opportunity to join the leading ballet institutions.

DDA recognizes the challenge in succeeding in the highly competitive ballet world. That is why it is committed to helping its advanced students succeed in the international ballet environment by offering private coaching and lessons to support its students on their way to enter best ballet competitions and get an opportunity to join professional training in world-renowned classical ballet institutions.



# *DDA students are invited to join world's most prestigious training programs*

Together with its students, DDA teachers are working hard to help them through rounds of auditions. We are very proud to have its students selected for numerous most prestigious summer training programs in the world.

Those include:

- The Royal Ballet School, London UK
- English National Ballet School, London, UK
- Academie de Danse Princesse Grace Kelly, Monaco
- Ballet School of Winner Staatoper, Vienna Austria



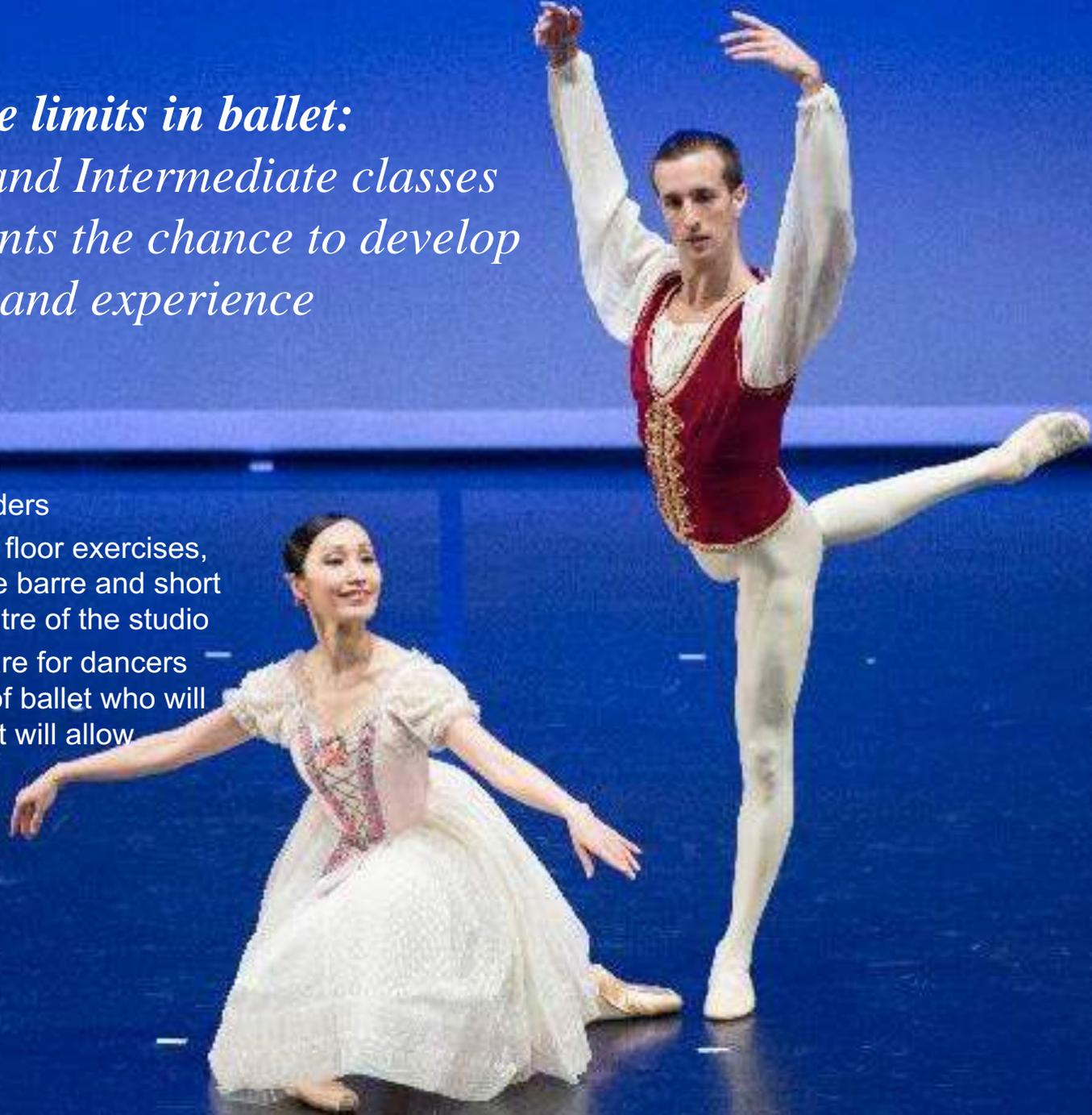
*There are no age limits in ballet:  
Adult Beginner and Intermediate classes  
offer older students the chance to develop  
ballet technique and experience  
the joy of dance*

### **Adult and Open Classes**

Open to all ages and genders

Classes generally include floor exercises,  
a technical warm-up at the barre and short  
choreographies in the centre of the studio

Open advanced classes are for dancers  
with a strong knowledge of ballet who will  
find all the ingredients that will allow  
them to progress



# *Showtime: The DDA Annual School Concert*



# *The Annual School Performance: DDA students on stage*

DDA regularly organizes workshops with famous international teachers and holds an annual school concert to allow students the opportunity to perform on a professional stage.

Reiko believes performing is of great importance to the ballet education of her students as it brings to life the art and purpose of ballet and serves to inspire and encourage.

DDA students also have opportunities to take part in local and community events and performances.



# *Ballet Gala with Stars from Paris Opera National Ballet*

DDA is annually featuring outstanding Paris Opera Ballet performances, including a selection of classical and contemporary works from the Paris Opera National Repertoire.

DDA aspires to continue bringing the world's leading performances and dancers to the audience in Dubai in the coming years.



# *Ballet Galas: 2014-2017*

## *Media and PR Coverage*

*“More than 40000 views on Youtube in 2016”*

*“EXTENSIVE PRESS AND MEDIA COVERAGE”*



*“Continuous success since 2014”*

*success*

*“His Excellency, the Ambassador of France to the UAE’s message in a previous programme...”*

# *DDA Today and Tomorrow*

- Introducing the art of Classical French Ballet to Dubai and the UAE.
- Developing youth and adult dancers for both performance and fitness purposes.
- Working with entertainment dignitaries to guide ballet performance standards in the UAE.
- Bringing ballet professionals from leading ballet companies worldwide to Dubai and the for intimate showcase performances and student workshops.
- Already catering for 90 to 100 students from the age of 3 years old and up, DDA plans for continued growth in the months and years to come.
- Long-term vision is to have a first national ballet school in Dubai





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