

## Events Program Onoe Ryu Dance Company: A Program to Applaud

### Background

In March 2001, the Embassy of Japan held a special cultural event, featuring Onoe Kikunojo II, at the Embassy of Japan's Information and Cultural Center in Washington, DC. To promote this special event, JDG was hired to produce a program for sponsors and potential donors.

Our task was to create an elegant keepsake memento of the evening that portrayed the story of the dance school and the Embassy's Information and Cultural Center performance and would also serve as a fund-raising tool.

### JDG's Solution

Our choice of paper and ribbon, graphic elements, photographs and typography, was purposefully made to convey the artistry and elegance of this Japanese dance. A format that featured folded pages was designed to resemble the shoji screen panels that were used as a backdrop for the performance. The binding, which was composed of silk cord and metallic gold stamped bands, symbolized the obi — a sash worn around the waist of the dancer's kimono.

We created a graphic element of the dance troupe's symbol, a chrysanthemum, and placed the pattern throughout the program.

We chose dramatically cropped photos to convey the intensity of the performance and the typography to mimic the dancer's rhythmic movements.

The program was well received by the members of the Japanese dance company, sponsors and potential donors, indicating that the piece represented the elegance and sophistication of this premier cultural event.

