

Rebel Ballet

<http://rebelballet.webs.com>

Providing classes for professional and aspiring professional dancers, Rebel Ballet's principals are experienced professionals themselves. Both Ian Parsons and Alessia Lugoboni are elite-trained ballet dancers who have performed all over the world with companies such as the National Ballet of Canada, Les Ballets de Monte Carlo and the Royal New Zealand Ballet. Finding one another in London, Ian and Alessia were partnered in the 2012 revival of *Cabaret* in London's West End, dancing together for eight performances a week for six months at the storied Savoy Theatre. That's when they discovered their shared thirst to contribute to the evolution of ballet by sharing their experience with other budding professionals – to be the rebels of the ballet world by upending traditional approaches to the reverence inherent in the elite models of ballet. These rebels want to take traditionally-trained dancers and turn them into so much more. They want help them to relearn the love of movement. They want them to once more feel that electricity that drew them to ballet as children and teens.

Their approach to teaching encompasses a deep understanding that today's dancer is being asked to do so much more than ever before; dancers have to be good at everything. Their classes are a bit unorthodox, although within a familiar structure. They emphasize development of dancers' ability to trust themselves and to 'just go for it!'

Their watchwords:

- Be more than just interesting.
- Never settle.
- Don't just "do", understand.
- Don't be a cookie cutter dancer.

Rebel Ballet also embraces an international flavour: Although located in the heart of London, their adopted home, the principals (Ian & Alessia) hail from abroad: Ian is from Canada, Alessia from Italy.

Rebel Ballet needs a dynamic visual brand where shapes, colours, fonts etc. reflect a young, attractive dynamism that is embodied by both RB's mission and principals themselves. Ballet is an art form with a long history – a history that has been associated with elitism and convention. Rebel Ballet is telling the world that it can contribute to the modernisation of a venerable art form that should not be left to die, and yet needs to always be moving forward – honouring its roots, while looking to an evolving future.

Rebel Ballet's home city, London, is a dynamic cornucopia of arts and artists alongside business, politics and economics. London offers myriad opportunities for dancers, but none like this one.