



Artistic Direction

ARTISTIC DIRECTION

Content

This service provides guidance and advice to enhance an artistic performance of any type, predominantly aimed at live/stage performances. Some of the various aspects that influence the quality and effect of a performance can include (but are never limited to) the *acting, stage presence, body language, script, music, lighting, story or purpose, environment, type of audience*, and such. The job of an artistic director is to accurately visualize the act as it will be performed and be able to predict its effect and impact, as well as its possible flaws, shortcomings or even safety hazards. This allows the necessary tweaking or changes to be made and/or rehearsed in order to have a better, safer, and more powerful performance.

The Process

Artistic direction consists of 3 stages:

the Analysis – in which the act or performance gets (recorded and) viewed, the Advise – based on the analysis of various necessary factors, and the Review – in which a new analysis is made to review the changes or adaptation that have been made, and repeat the process if deemed necessary and agreed upon.

The Analysis stage, where the work begins, does not only require the act or performance to be seen/heard/experienced, but is more vitally dependent on the vision and desires of the director, maker, or client that requested the artistic advice and direction. This, because the purpose of an artistic director is not to project his or her own ideas or personal preferences on the act or performance, but to enhance the style, vision, character, and ideas of the client.

If you wish to hire this service, the main questions that need to be accurately answered, are:

- 1) *What is the act or performance?*
- 2) *Who is the act or performance intended for?*
- 3) *What is its purpose, goal, or desired effect?*

Cost

The amount of time it takes to make a realistic analysis and construct the needed advice is strongly dependent on the duration and complexion of an act, and the the desired outcome of the client. In some cases it is possible to work based on a set price. For current hour rate see www.master-magnum.com.



Artistic Director Experience

Daniel "MaGNuM" Maliy initially started as a dance choreographer. He competed and won four consecutive years a national choreography competition "*The Hague Moves*", implementing various (experimental) dance styles and mood settings. He later won the international (theater/cosplay) act competition "C4". Since then he has been asked as a consultant for various stage acts, and to perform at major events and conventions in Spain, Holland, and the UK.

