



# MUS EFFECT



# INTRODUCTION

## mission statement

MusEffect is a non-profit organization committed to fostering a constructive dialogue on social issues through performance art, while enriching and empowering audiences of all socioeconomic backgrounds. MusEffect explores topics relevant to today's society with a purpose to ignite

personal initiative and encourage healing.

To experience "the MusEffect" is to feel the synergy between art, intellect and intention. These three principles, woven together, cultivate positive and permanent changes that elevate the quality of life amongst our participants.

## origin

The story of MusEffect's formation as a professional dance company is full of the real-life events that inspire many Hollywood scripts. Most professional dance companies are formed from mass open auditions: five hundred dancers in a room and more leotards and buns than anyone would like to see in one space. MusEffect was created in one of the most organic and natural ways possible. It was a draw of common energy and similar personal missions. Creating a genuine bond between dancers is not something that can be directed or choreographed on a stage.

Director, Jessica Starr, saw her window of opportunity after living in Hollywood for three years, experiencing the disconnection between aspiring artists and the commercial industry in Los Angeles. Recognizing the lack of one-on-one dance education available to young

artists motivated her to set the wheels in motion to create Muse Dance Company, the most effective in-house dance convention provider in the industry today. In 2006 Muse Dance Company began traveling, bringing unparalleled learning opportunities to the home studios and schools of students around the world.



While striving to educate and inspire dancers nationwide to pursue their love of the arts, she began to attract loyal students. Throughout her travels Jessica would occasionally cross paths with a dancer whose hunger for artistic purpose stood out among the rest. These dancers took to her encouragement whole-heartedly and craved the intense level of physical and emotional training Jessica became known for. Bridging the gap between the competitive and professional dancer proved to be so electrifying for the staff and students

# INTRODUCTION

## origin (continued)

of Muse Dance Company that in 2010 Jessica Starr developed another branch of the company: The Muse Experience.

The Muse Experience was created not only to better educate performers on their options in the professional dance world, but to also give hands-on knowledge of the working industry. This two-week intensive was created to emulate the life of a working dancer. The program is designed to take young performers through a full range of trials and challenges to allow them to better see if the direction of the working artist is truly the right path for them.

*"It's more than a trend; it's more than a fad. Muse is something that is consistent."*

**-Azure Antoinette,  
Spoken Word Artist**

After several years, Jessica realized that a unique group of dancers had formed between these individuals. Each was vastly different in their backgrounds, training, and style, but all of them embodied an element of raw desire to sincerely move people with their talents. Seeing this beautiful collection of artists in her reach, Jessica began utilizing them as a whole in performances around the United States, giving life to the creative vision of MusEffect.

Although many performance opportunities ensued, some of the most poignant moments

were those in which dance provided an avenue to raise social awareness. In the fall of 2011 MusEffect performed at Michelle Obama's campaign celebration for "Let's Move America" in Burbank, California. The dancers also flew to New York City to perform at "The National Day of the Girl," promoting leadership amongst young women. While there, MusEffect filmed a promotional piece for the "Look at Me Campaign," raising awareness of eating disorders nationwide.

It took only a few empowering performances to confirm MusEffect's passion for raising awareness through

art. Once Jessica realized the impact of performance art with social intention, there was no turning back; MusEffect found their niche. Now as a non-profit organization, MusEffect is dedicated to empowering audiences and encouraging healing through their work. MusEffect has now performed their premiere stage production, "The Divine Direction," in many venues in Southern California, garnering many devoted supporters. MusEffect is quickly drawing attention as one of the most innovative and groundbreaking companies the industry has seen in years.



# JESSICA STARR

## creative director

Jessica Starr, has been traveling the globe over the past decade spreading passion for her art to all she encounters. and has taken her high powered master classes across seas, working with dancers in Tokyo, Ecuador, Canada and London.

As a current resident of Los Angeles, she has had her hands in the production of such shows as MTV's "Super Sweet 16," "NEXT," "Do You Want to Come In?" and Jennifer Lopez's "DanceLife." Jessica has also had the pleasure of working on Elton John's Vegas show, "The Red Piano," commercials for H&M and JC Penney's commercials as well as the Lions Gate documentary, "Rize."

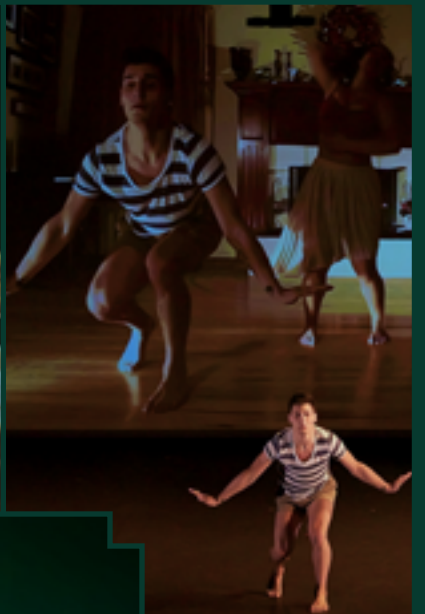


Currently Jessica Starr finds herself steadily working with a long line of some the industry's most cutting edge and innovative corporations such as Reebok, Adidas, and the NBA. It is Starr's unique blend of intellectual creativity and commercial appeal that has her being called a "hot commodity" in the corporate world.

With over 18 years in the industry Jessica uses Muse Dance Company, her innovative customized in-house workshop company as her vehicle to reach thousands of dancers annually. Within the past several years she has expanded the boundaries of Muse

Within the past year Starr has launched the new non-profit company, MusEffect, into the world. The mission of Muse is to spread an enriching message tackling some of today's most controversial issues through dance and various other art forms. With a strong heart for social issues Jessica is passionate about involving MusEffect in projects that "give back" to the community.

It is their goal to move audiences towards awareness nationwide through this unique blend of multi-dimensional art. Jessica strives to motivate young visionaries through her contagious spirit, positive energy and empowering perspectives. She thrives on being able to share her working knowledge of the dance industry and personal experiences with budding artists around the world.



MUSIC EFFECT





# AZURE ANTOINETTE

## spoken word artist

Called “the Maya Angelou of the Millennial generation,” Azure Antoinette is a poet, spoken word artist, freelance photographer, and youth and arts advocate whose performance poetry explores the ways social media is reshaping humanity.

Society’s benefit Art4Life and many more. Azure recently partnered with ABC Family to launch “You Should Know This About Me,” a campaign created to encourage young adults to express their talents, passions, qualities, and character in a society that often ignores their voices.

In 2011 she founded an arts-in-education program that provides custom workshops to excite and educate teen girls on how spoken word, performance poetry, and social media can make an impact on the world. For this project and many others, she was included in Forbes’s “100 Most Powerful Women in the World” issue in 2012 and was featured in a special section titled “Women Helping Women.”



Azure Antoinette is the creator of STUDIO:alchemy, an arts-in-education organization, operating curriculum in New York, Iowa, and Los Angeles. In 2011, Azure established Aalchemik Press, an independent publishing house for poetry and narrative literary work.

Azure Antoinette is a published author of many titles including: BitterSweet, Commissioned,

Azure Antoinette is in high demand as a poet, arts-in-education consultant, speaker and workshop facilitator on youth poetic expression and creative writing as catharsis. She has been commissioned to write for Maria Shriver, Beats By Dr. Dre, Girl Scouts of America, The Documentary Group, California Arts Council, the late Lt. Colonel Lee Archer (Tuskegee Airman), American Cancer

Commissioned: the Back Story and the upcoming, For the Sake of Brevity.

Azure believes that we should all strive to do what we love for a living. She can be found living by a quote that she penned in 2010: “Take it moment by moment, sometimes a day is too much.”

## THE MESSAGE

### freshman

Studies show that 71% of students report incidents of bullying at their school. This growing epidemic is all too often seen in today's society and rarely resolved at the root of the problem, the teens themselves. Three of our youngest company members were brave enough to take on the heavy topic of bullying as they bravely faced the very peers that have criticized and judged them for years. Rather than focusing on the problem, the piece was centered on the resolution of developing peer support and compassion. It was not only empowering for these young artists to get on stage and make this statement, but

equally motivating to the young viewers to cultivate healthier social relationships that promote confidence and self worth.

*"It wasn't just a dance about bullying, it was a statement."*



**-Ali Pflieger,  
MusEffect Dancer**

### look at me

"Look At Me" is one of MusEffect's most recognizable and noted pieces of work to date. This piece birthed the extraordinary working relationship between spoken word artist, Azure Antoinette, and MusEffect Director, Jessica Starr. It was their collective observations and personal relationships with people who had eating disorders that inspired them to create this piece that promoted self love and acceptance.

First performed live in 2010, MusEffect has travelled the globe appearing at National Day of the Girl in New York City as well as creating a short film centered on the topic, all to promote health and healing to all that experience "Look At Me." The shock of the dancers' vocal and breath engagement onstage paired with Azure Antoinette's honest and enthralling speech moves audiences into action every time.



*"It's a positive reminder that you are beautiful."*

**-Hailey Hoffman, MusEffect Dancer**

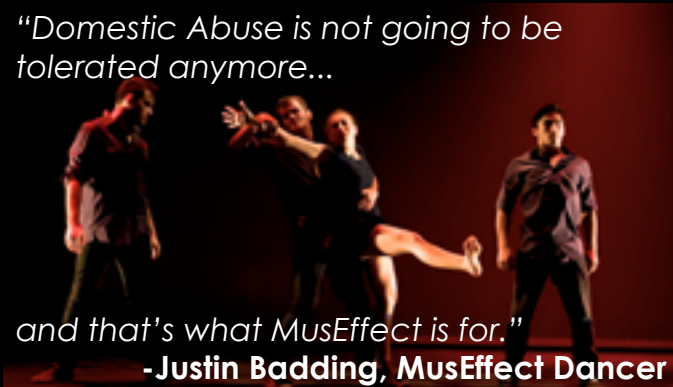


## THE MESSAGE

### the way you lie

**D**omestic abuse, both emotional and physical, is often swept under the rug due to embarrassment and pride.

*"Domestic Abuse is not going to be tolerated anymore..."*



*and that's what MusEffect is for."*

**-Justin Badding, MusEffect Dancer**

It has been estimated that up to 63% of domestic violence instances go unreported. This is clearly a social issue that is all too present in today's society and hits close to home for many audience members. "The Way You Lie" depicts one young woman's journey through three abusive relationships. While each partner's form of abuse is different, they all represent a pattern that she struggles to break free from. The triumph that the audience feels when the young woman finally grows strong enough to defend herself is unforgettable, making this piece one of the most engaging in The Divine Direction.

### sandy hook

*"I'm dancing for an answer. I'm dancing for a solution, so that this never happens again."*

**-Gerald Castle, MusEffect Dancer**

**W**hile one of the most controversial topics in today's society is gun control, most agree that the abuse of a fire arm displayed at Sandy Hook Elementary School in 2012 was monumental. In this particular piece, MusEffect chose not to fall under the mourning of the attack, but to stand up for the necessity of change. The hard hitting, aggressive hip-hop choreography, paired with a live drummer creates a sense of intolerance to the topic that cannot be denied by the audience. It is the rawness of the movement and the conviction of the performers that makes "Sandy Hook" one of the most memorable pieces of The Divine Direction.



EVERYONES A WINNER  
AT THE  
BOYS AND GIRLS  
CLUB



# COMMUNITY IMPACT

## for the arts

MusEffect is committed to not only impacting their audiences onstage, but impacting the community offstage as well. The members of this company are called to inspire the masses through their genuine



love for life and expression through the arts. MusEffect's main outreach partner is the Boys and Girls Club. Coming from various cultural and socioeconomic backgrounds, MusEffect's company members feel strongly about inspiring younger artists to pursue a career in the arts, regardless of social stature or income. Teaching free dance classes and engaging the young artists in discussion on logistical ways to actualize a career in the arts are only a few ways that MusEffect plans to activate the talents of the younger generation. It is their plan to connect with Boys and Girls Clubs in each city on their tour so they can spread their contagious passion for life nationwide.

## for the community

Real change requires a widespread variety of action. In addition to off-stage arts education and youth mentoring, MusEffect seizes opportunities to directly serve the people of the community outside of performing arts as well. By teaming up with fellow non-profits, MusEffect

routinely participates in food drives, holiday toy collections, and various other volunteer experiences. This overall mission to do good starts with the faculty and cast in

the heart of Los Angeles and extends to the hometowns of their friends, families, students, and fans for a global impact.

*"We want to bring art, inspiration and extraordinary people into the community."*

**-Alayna Jennings,  
MusEffect Dancer**





# JOIN THE MUSEFFECT VISION

## tax-deductible donations

As a non-profit organization, all donations received are tax-deductible. Donations of all sizes are welcome and will receive a tax receipt and "thank you" letter in response.

For those wishing to become a tour sponsor, MusEffect offers a variety of sponsorship levels with multiple benefits.

Direct donations may be made by mailing a check payable to "Rancho Santa Fe Foundation" with "MusEffect" in the memo field to the following address:

**Rancho Santa Fe Foundation**  
**P.O. Box 811**  
**Rancho Santa Fe, CA 92067**

## inquiries

If you would like additional information about MusEffect, the 2014 tour, or becoming a sponsor, please feel free to contact us directly using one of the following methods.

**Phone: (310) 980-6290**

**E-mail: [donations@museffect.org](mailto:donations@museffect.org)**

## additional information

Additional information about MusEffect's tour dates and locations, faculty and cast members, apparel line, and upcoming volunteer events can be found the official MusEffect website. The site is constantly being updated, so please check back often for new information!

**<http://museffect.org>**

You can also connect with MusEffect using the following social media sites:



**<http://facebook.com/museffect>**



**<http://instagram.com/museffect>**



**<http://vimeo.com/user9661050>**



## SPONSORSHIP LEVELS

### **\$500 and above**



Your contribution is helping MusEffect make history. All Clio sponsors will receive recognition in our printed programs, a MusEffect t-shirt, and a personalized “thank you” note from a MusEffect dancer.

### **clio, the muse of history**

### **\$10,000 and above**



Your kindness is music to our ears. All Euterpe sponsors receive a logo in our printed program, a shout-out on our social media pages, an invitation to our pre-show reception with the MusEffect dancers, and a personal “thank you” call from our Creative Director.

### **euterpe, the muse of song**

### **\$100,000 and above**



Our gratitude for your contribution is no joke. All Thalia sponsors receive an invitation to dress rehearsals. You will also be given recognition on all marketing materials and the opportunity to display signage in the reception area at our shows.

### **thalia, the muse of comedy**

### **\$500,000 and above**



Your contribution helps spread MusEffect's message of love across the world. Erato sponsors receive an invitation to an intimate in-studio rehearsal, plus a dinner-with-the-dancers event.

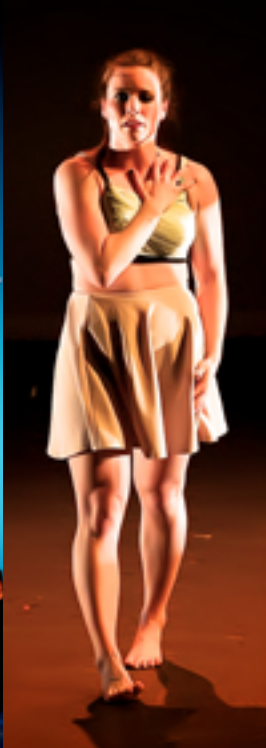
### **erato, the muse of love poetry**

### **\$1,000,000 and above**



Words cannot express the impact your contribution will have. Dance allows us to express what words cannot, which is why the Terpsichore level is reserved for sponsors like you. Terpsichore sponsors receive verbal recognition before all of our shows, credit on all productions, and a “brought to you by” message on the cover of our programs.

### **terpsichore, the muse of dance**



# MUS EFFECT

