



For Immediate Release

**2WICE EDITIONS RELEASES “START”
AT ONCE A BOOK, A MOVIE AND DANCE STARRING
CHOREOGRAPHER/DANCER JONAH BOKAER**

When is a book a movie—and also a dance? 2wice Editions once again challenges convention. For its spring 2008 publication, entitled “Start,” its subject is three and a half minutes of dancer/choreographer Jonah Bokaer’s solo performance of “False Start.”

The book, edited by 2wice Editions founder Patsy Tarr, is a sequential series of quietly sensual, chiaroscuro photographs by Joachim Ladefoged that record each stunning position of “False Start.” By flipping the pages, the reader creates the transitions between positions, thus animating the dance. Created by the book’s art director Abbott Miller, the markings on the opposite pages, which resemble a form of abstracted calligraphy or fragments of stenciled numbers, replicate the shape of Bokaer’s body in each of the phrases. They are a witty homage to Jasper Johns, whose classic 1959 painting of the same name inspired the dance.

A choreographic child of the 21st century, Bokaer marries the beauty of human movement and the magic of technology (most notably the computer program DanceForms) to raise questions about the nature of perception and reality. In “False Start” he also employed a mirrored floor to reveal aspects of his body that would remain unseen without its steady gaze. The dance is in fact a duet as we see Bokaer moving with his reflected self. Add to that the photographed dancer, and the question is raised: Which one is the real Bokaer? His physical daring as he moves effortlessly from one striking position to another

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on the reflective -- but potentially shattering -- glass is modestly hidden by an almost Zen-like calm.

Bokaer, who first drew attention as a dancer with the Merce Cunningham Dance Company with whom he performed from 2000-2007, is the co-founder (along with John Jasperse) of CPR-Center for Performance Research in Williamsburg. Located on the first floor of a condominium called Greenbelt, CPR will officially open in October. His first venture into presenting was as a founder of Chez Bushwick in 2002. Bokaer recently returned from Warsaw, where he choreographed dances for Robert Wilson's production of "Faust" scheduled to premiere in October. Two premieres by Bokaer will be seen at the Abrons Arts Center in New York City, March 12-16. The programs include "The Invention of Minus One," performed by Holley Farmer, Rashaun Mitchell and Banu Ogan and the complete "False Start," performed by Bokaer.

About to celebrate its 10th anniversary, 2wice features photography by some of the greatest photographers working today. The publication, published by 2wice Arts Foundation, began life in 1997 as semi-annual periodical devoted to the performing arts. James Wojcik's cover photograph (entitled "Toe Jam") for 2wice's first issue, "FEET," received an "Eisie" award from the Columbia School of Journalism, named for Alfred Eisenstadt, considered the father of modern photojournalism.

To date, 2wice has published 20 issues, each of which received the highest honors in photography and design from I.D. Annual Design Review, Society of Publication Designers and Art Directors Club. In addition to the magazines, 2wice has published "John Kelly" in association with the Aperture Foundation. The best photographs in 2wice were published in 2004 by Phaidon Press in a collection entitled "2wice DANCE." In 2005, 2wice Arts Foundation published "GEOFFREY BEENE, A DESIGN TRIBUTE."

"Start" is \$25 and is available at www.2wice.org and www.amazon.com.

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Biographies of the founders:

Patsy Tarr is the founder and editor-in-chief of 2wice Editions and president of the 2wice Arts Foundation, a not-for-profit organization in New York City which supports art, dance, film and performance through its publications, as well as through grants and charitable gifts. She is a member of the board of directors of the Cunningham Dance Foundation and the Film Society of Lincoln Center.

Abbott Miller founded the multidisciplinary studio Design/Writing/Research in 1989 with Ellen Lupton; he joined Pentagram’s New York office as a partner in June 1999. He is a contributing editor of Eye Magazine and the co-author of four books including “Design/Writing/Research: Writing on Graphic Design,” published by Phaidon Press. He pioneered the concept of “designer as author,” undertaking projects in which content and form are developed in a symbiotic relationship.

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