



*"We Believe that Dance is for Everyone"*

**ArtLab J**

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To whom it may concern,

ArtLab J is pleased to present this proposal for review. We look forward to introducing it with the goal of providing extracurricular spaces for students to express their creativity through dance, art and music and to support families in Rochester Hills community by providing quality programs.

Founded in 2012 by Artistic Director Joori Jung, ArtLab J, as a 501(C)(3) non-profit organization, develops a robust set of programming under its three core branches— Dance, Lab and Education— all of which function to advance the dance arts and connect people. Using the power of dance to not only bare our life stories but bridge them, ArtLab J unites persons across divides of race, age, sex, class, gender, religion, status and experience.

For our educational programs, the goal is to provide an extracurricular space for students to express their creativity through art and dance and to support families in our community by providing quality programs. This program runs from September through June alongside the school year. We teach ballet, contemporary, jazz, K-POP, Tap and more. Also our Creative Thinkers and Movers program aims to offer diverse programming of creative activities which allow students to explore a more open free-form of dance, art, and STEM through utilizing different materials all while stimulating the senses in an encouraging environment. We also host annual concerts where our students get the opportunity to share their talent with the community.

ArtLab J strives to provide more than just dance training, adding art, STEM, culture and music education to our program in the last two years. Introducing our Korean Culture Experience program to Detroit Public Schools in 2022, our aim is to educate our community on cultural differences and teach children at a young age to appreciate all cultures. Through our programs, we want students to find personal growth and achievement through art and dance..

## **Why**

Our strategy is to create spaces where people of all ages and abilities can learn, grow and connect through dance and culture. ArtLab J strives to bring people of all ages together to perform and learn in various Detroit locations, watch artists of various levels, learn through our master classes, and connect artists from different states and countries. Further developing our education program has a multitude of benefits not only for the community, but also for local artists. By providing dance training, we are promoting physical activity among our youth and with our frequent camps and after school programs, we are supporting the working parents in the community by providing a safe, fun and educational space for children to spend time that pulls them away from phones and tv. We encourage all of our students to explore their creative instincts, expand their imaginations, and develop life skills like teamwork and self-discipline. In addition, further developing our education program is beneficial to local artists by providing job opportunities to teach and engage with our students. We believe that our programming aligns with Olga Loizon Memorial Foundation's mission and objectives because ArtLab J is a women owned and run organization that is in need of support to continue offering financially accessible dance, art and music training to the community.

## **Marketing**

Our marketing efforts include promoting all events on our social media, youtube and through newsletters. We also promote all events through press releases and posting flyers throughout the community. Through our supporters and partner organizations, we also ask that they share our events on their platforms.

## **Competition**

Our direct competitors are other local dance studios; however, none offer all of the programs that we provide for the community. Many focus on only teaching traditional dance styles as opposed to cultural styles, STEM, art and music.

## **Situational Analysis**

**Strengths:** Our strengths are our variety of programs and events that we host. Many dance studios only offer dance training in traditional dance styles. Here at ArtLab J, we offer both traditional styles and non-traditional styles such as K-POP, and the hopeful addition of Detroit Jit and African dance. We also focus not only on dance steps, but including real life lessons and STEM education. Lastly, we focus on community interaction and supporting families by hosting school break and summer camps, family fundays, family dance classes, and keeping dance and art accessible to all.

Opportunities: Our opportunities are reaching a wider audience through our additional class offerings and financial support to families in need. As of now, families that are not able to afford dance, art or music lessons miss out on those opportunities. If we are able to provide free or discount tuition to families, we can reach and support a much wider audience. Furthermore, adding Detroit Jit and African dance to our class offerings will reach a community of people who may be interested in those styles but not in the traditional styles we already offer.

## Class Schedule

### Monday - Thursday 4:00-8:30 p.m.

	MONDAY				TUESDAY				WEDNESDAY				THURSDAY			
	STUDIO	B	C	ART	STUDIO	B	C	ART	STUDIO	B	C	ART	STUDIO	B	C	ART
4:00-4:30p																
4:30-5:00p		Mommy & Me 1.5-2 yrs 4:15-4:45p		Creative Thinkers & Movers 3-4 yrs 4:15-4:45p				Little Movers Ballet 3-4 yrs 4:15-4:45p								
5:00-5:30p	Ballet I 7-9 yrs 4:30-5:30p		Creative Thinkers & Movers cont. 3-4 yrs 4:45-5:15p	Creative Thinkers & Movers 5-6 yrs 4:45-5:15p	Pre-Pointe 9+ yrs 4:30-5p	K-POP 4-5 yrs 4:30-5:15p		Pre-Ballet 5-6 yrs 4:45-5:30p		Stretch & Conditioning 7+ yrs 4:30-5:30p	Ballet/Tap 3-4 yrs 4:30-5:15p		Stretch & Conditioning 9+ yrs 4:30-5:15p	Ballet/Jazz 3-4 yrs 4:30-5:15p		
5:30-6:00p	Contemporary 7-9 yrs 5:30-6:30p		Creative Thinkers & Movers 5-6 yrs 5:15-5:55p	Creative Thinkers & Movers 7-8 yrs 5:15-5:55p	Ballet II 9+ yrs 5-6p	K-POP 6-7 yrs 5:15-6:15p				Jazz 7-9 yrs 5:30-6:30p	Ballet/Tap 5-6 yrs 5:15-6:15p		Acro/ Contemporary 9+ yrs 5:15-6:15p	Ballet/Jazz 5-6 yrs 5:15-6:15p		
6:00-6:30p			Creative Thinkers & Movers 7-8 yrs 5:55-6:35p	Creative Thinkers & Movers 9+ yrs 5:55-6:35p	Contemporary 9+ yrs 6-7p	K-POP 8-10 yrs 6:15-7:15p							Leaps & Turns 9+ yrs 6:15-7p			
6:30-7:00p	Leaps & Turns 7 and up 6:30-7:15p		Creative Thinkers & Movers 9+ yrs 6:35-7:15p							Ballet Teen & Adult 6:30-7:30p	Lyrical 7-10 yrs 6:30-7:30p					
7:00-7:30p					Stretch & Conditioning 9+ yrs 7-8p	K-POP Teen & Adult 7:15-8:15p							Lyrical Jazz Teens & Adults 7-8p	Improvisation, Composition, Dance On Film 9+ yrs 7:8-15p		
7:30-8:00p	Ballet Teen & Adult 7:15-8:30p									Commercial Jazz & Heels Teen & Adult 7:30-8:30p						
8:00-8:30p																

### Saturday 9:00 a.m. - 4 p.m.

	SATURDAY			
	STUDIO	B	C	ART
9:30-10:00a				
10:00-10:30a	K-POP Team Practice	Barbie Dance Team Practice	Little Movers Ballet 3-4 yrs 10-10:30a	
10:30-11:00a	9:30-11a	9:30-11a	Ballet/Jazz 5-6 yrs 10:30-11:30a	
11:00-11:30a				Family Dance & Art 18m+ 11:15-11:45a
11:30-12:00p				
12:00-12:30p		K-POP 7+ yrs 11:30-12:30p	Family Dance & Art 18m+ 11:45-12:15p	
1:00-4:00p	ArtLab J for Grown-Ups 1-4p			

**Student:** We are expecting 50-100 students first season.

**Drop off and Pick up:** Parents will park at the lot and walk with students to drop off inside the building. Parents will walk inside the building to pick up their kids and walk to the car with them.

**Check out our programs!**

<https://youtu.be/GyrVQgc99eg?feature=shared>

<https://youtu.be/p2cJ0MbgLS4?feature=shared>

Thank you!

Joori Jung  
Artistic Director



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[www.artlabj.com](http://www.artlabj.com)

[www.detroitdancecityfestival.com](http://www.detroitdancecityfestival.com)

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