

BIRMINGHAM ROYAL BALLET

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- **Birmingham Royal Ballet selected for Bloomberg Philanthropies' Digital Accelerator Programme**
- **BRB to create a range of ground-breaking digital and virtual content for a wide range of audiences**

Birmingham Royal Ballet has been chosen as one of the UK arts organisations selected to take part in the Digital Accelerator Programme.

Initially designed to help arts organisations stabilize and thrive in the wake of the pandemic, Bloomberg Philanthropies' Digital Accelerator Programme supports leadership development and infrastructure improvements that helps cultural organisations to build audiences, increase fundraising, drive revenue and deliver dynamic programming. The collaboration with Birmingham Royal Ballet will help the company work more efficiently and effectively in support of strategic objectives.



Tom Rogers and Imogen Harvey (BRB) filming BRB2 (photo: Henry McNab 2023)

Tom Rogers, BRB's Creative Digital Producer said: *"Our inclusion in Bloomberg Philanthropies Digital Accelerator Programme will see Birmingham Royal Ballet explore the use and application of immersive technology for the international dance sector."*

With a significant investment in equipment and by working with industry leading partners BRB will be creating a range of ground-breaking digital and virtual content for a wide range of audiences, both old and new.

Tom continued *"I am hugely excited by the possibilities this relationship offers us, our inclusion in this programme allows Birmingham Royal Ballet to be at the forefront of content creation for our digital world and I am looking forward to sharing the results of our work with a global audience."*

Tom, a former Soloist dancer with Birmingham Royal Ballet for over 17 years, retired from stage and became BRB's Creative Digital Producer. Being naturally inquisitive and drawn to innovation of any form, Tom feels at home working in the ever-changing digital space.

The first project will be to create a *Swan Lake* VR experience. This will form part of an immersive package of content that will be shown within the five special needs schools BRB are working in next academic year. This is designed to bring dance content to an audience who may struggle to enter a live theatre environment.

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Media Enquiries:

mandyrsose@m7pr.co.uk 07454 365421

Notes:

Birmingham Royal Ballet

Based at Birmingham Hippodrome, Birmingham Royal Ballet is the United Kingdom's leading touring ballet company performing a range of traditional, classical and heritage ballets as well as ground-breaking new works with the aim of encouraging choreographers of the future.

The Company's Director since January 2020 is the internationally renowned Carlos Acosta.

Birmingham Royal Ballet standardly performs at Birmingham Hippodrome for approximately ten weeks of the year and the remainder of the year tours throughout the United Kingdom and overseas. On average, the Company performs 175 shows a year nationally and internationally.

The Royal Ballet Sinfonia is Birmingham Royal Ballet's permanent orchestra, it is also Britain's busiest ballet orchestra. The Sinfonia also plays frequently for The Royal Ballet and other leading ballet companies, including performances with Paris Opéra Ballet, New York City Ballet, Australian Ballet, Les Grands Ballets Canadiens, the Kirov, Norwegian Ballet, Atlanta Ballet, San Francisco Ballet, and La Scala Ballet. www.brb.org.uk

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