



DANCE ART JOURNAL EDITORIAL AND STYLE GUIDE

Who we are and the type of work we publish

Established in 2019, **dance art journal** is an independent dance magazine that focuses on platforming and profiling the work of independent dance makers.

Mainstream publications and news outlets tend to focus on writing about the work of larger dance companies, leaving a huge pool of dance makers whose work is not written about.

We understand this and are committed to creating a narrative around artists, collectives and organisations that are not represented in this way.

Our **work** focuses on platforming underrepresented voices in the global dance industry. We write about work from across the globe that incorporates anything and everything from social injustice, current cultural debates and theories.

Our **vision** is to become a dance magazine that stretches understandings of what dance can be and how it is understood and placed in the world.

Type of work we publish

- Reviews
- Interviews
- Q&As
- Previews
- News stories
- Opinion pieces
- Listicles

What we look for in a pitch

Reviews:

If you're a writer and want to write a review, we mainly review contemporary dance from across the world. We don't publish ballet reviews.

We write about dance performances that have single-night-runs to larger tours.



Interviews:

We platform so many independent dance makers and are always open and willing to hear from artists and companies that have something to say.

Opinion pieces:

We have a presence in the dance industry and seek pitches for opinion pieces that bring to the fore and unearth big talking points in the industry i.e. cuts to arts education; funding complications; lack of support for freelance dance makers etc.

Style guide

We write in a tone that is *accessible, informed, experimental, sensitive, smart and unapologetically dancey.*

Our style of writing is very open and comes with very few rules. But the few that we do have include:

- dance art journal uses UK English spelling i.e., 'symbolised' not 'symbolized'
- Pull quotes are written in double quotation marks.
- If an article contains sensitive information that may affect readers, we include content or trigger warnings.

A few additional notes:

- *dance art journal* is written all in lowercase.
- Our editorial team has the right to change or make edits to your written work

If you have any questions on the pitching process or want to find out more, please get in touch!