

**Draft
Concept**



November 09

&

**International
DanceSport
Federation**



Sport & Art

Music · Rhythm · Movement
The Games of the Artistic Sports

Premises

Certain sports combine athleticism and agility with elements of artistry and aesthetics in performances which captivate their audience in a truly special way.

The International Olympic Committee Honorary President for Life, Juan Antonio Samaranch, commented on DanceSport in a recent interview published in the IDSF periodical:



“Your sport has a very unique and important trait. It combines sport with music. This results in something very special and very spectacular ... The unity between sport and music! It is something I consider very important, very positive!”

Choreographed movement performed to music – and the synthesis of sport and art – is also at the core of the performances in:

- Acrobatic Gymnastics, Aerobic Gymnastics, the women’s floor exercises of Artistic Gymnastics, Rhythmic Gymnastics
- Artistic Roller Figure Skating
- Artistic Ice Figure Skating
- Artistic Cycling
- Equestrian Vaulting
- Synchronised Swimming
- Wushu – Jiti (group) events
- ... The list does not aspire to be complete!

Some of these sports feature side-by-side on the programme of existing international multi-sport games. The World Games, for instance, include several events of Artistic Roller Figure Skating, DanceSport and Gymnastics (Acrobatic, Aerobic, Rhythmic, and Trampoline). Since 2005 the International World Games Association groups the three under the label of “**Artistic and Dance Sports.**” In the most recent edition of The World Games – during 2009 Kaohsiung, TPE – it was this group which registered the highest attendance figures and the broadest television coverage from a total of six. The other groups were Ball Sports, Martial Arts, Precision Sports, Strength Sports, and Trend Sports.



Artistic & Dance Sports – 2009 Kaohsiung Ticket Sales

| Sport | Events/Days | Tickets Sold | Revenue NT\$ |
|--------------------------------------|--------------------|---------------------|-----------------------------------|
| Roller Sports: Artistic | 2/2 | 4726 | 632220 |
| DanceSport: Latin, Standard, R&R | 3/2 | 18217 | 10299480 |
| Gymnastics: Acrobatic, Trampoline | 3/3 | 18258 | 5634200 |
| Gymnastics: Aerobic | 2/2 | 2281 | 800080 |
| Gymnastics: Rhythmic, Acrobatic | 2/2 | 11338 | 3352280 |
| Total | | 54820 | 20718260 = 645000 US\$ |

Of the total revenues through ticket sales for the 37 sports featuring in The World Games 2009 – 1,325,000 US\$, not including the two ceremonies – nearly 50% were generated through **Artistic and Dance Sports**.

Artistic & Dance Sports – 2009 Kaohsiung Live Broadcasts

DanceSport

| Date | Sport Discipline | Schedule | Live |
|-------------|--|-----------------|--------------|
| 24/07 | DanceSport Standard Tournament | 19:00 – 20:45 | 01:25 |
| 25/07 | DanceSport Latin Tournament; Rock 'n' Roll Tournament | 16:20 – 20:45 | 02:55 |
| TT | | | 04:20 |

Gymnastics

| Date | Sport Event | Schedule | Live |
|-----------|---|---------------|--------------|
| 17/07 | Rhythmic Rope, Hoop | 19:00 – 20:15 | 01:11 |
| 18/07 | Rhythmic Ball, Ribbon | 19:00 – 20:15 | 01:11 |
| 20/07 | Acrobatic, Trampoline Pair (mixed, W), Synchro (M) | 19:00 – 20:47 | 01:38 |
| 21/07 | Acrobatic, Trampoline Pair (M), Group (W), Tumbling (W, M) | 19:00 – 21:35 | 02:17 |
| 22/07 | Acrobatic, Trampoline Group (M), Double-Mini (M, W), Synchro (W) | 19:00 – 21:24 | 02:16 |
| 24/07 | Aerobic Individual (M), Pairs (mixed) | 19:00 – 20:21 | 01:21 |
| 25/07 | Aerobic Individual (W), Trios, Groups | 19:00 – 20:59 | 01:59 |
| TT | | | 11:53 |

Of the total of 40 hours live World Games coverage airing in Taiwan and internationally, 16+ hours (just over 40%), were on **Artistic and Dance Sports**.

The 2009 Kaohsiung figures only confirm the sports' strong draw at the gate as well as their television appeal. The Olympics, too, count **artistic sports** – Gymnastics for the Summer, Ice Figure Skating for the Winter Games – among the strongest performers on their respective programme.



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The Next Steps

To combine several artistic sports in multidisciplinary games is a viable proposition. Audiences would certainly be receptive to an event which emphasises the unity of sport and art. As in comparable games – World Air Games, Mind Games – the “thematic” approach is bound to multiply the opportunities for each of the participating sports, and to provide for the full range of benefits arising from synergies as well as from economy of scale.

Determining the scope, scale and format for such games is challenging, but given the expertise and experience of the IFs governing the artistic sports, it is achievable.

As of October 2009, the International DanceSport Federation (IDSF) has held preliminary conversations regarding “The Games of the Artistic Sports” with:

International Gymnastics Federation – FIG
International Roller Sports Federation – FIRS
International Wushu Federation – IWUF

IDSF plans on contacting other IFs (FINA, ICU, FEI, etc.) in the upcoming weeks.

Timeline

- End 2009 – ascertaining interest of the possible stakeholders in the concept;
- Mid 2010 – first meeting of a working group made up of all stakeholders;
- End 2010 – finalising scope, scale and format;
- Mid 2011 – issuing tender documentation for a first edition.

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