

fp Floor Productions



2015 Press Kit, Copyright 2015
www.thefloorproductions.com
Thefloorproductions@gmail.com

A photograph of a stage performance. In the foreground, a woman in a dark, ornate dress with a large floral hairpiece is dancing. To her right, a man in a dark suit is standing and gesturing. In the background, a band is performing on a stage. The scene is lit with blue and purple lights. A large white text overlay is centered over the image.

Floor Production's mission is to entertain,
transcend and inspire audiences and artists a like,
curating authentic talent to create unforgettable experiences.

Floor Productions Overview

Floor Productions is made of up 3 separate entities:

The Floor Show Theatrical Production

"THE FLOOR SHOW" is a theatrical production inspired by "The Floor Improv Night" showcasing top-notch dance and musical talent through passionate and culturally diverse vignettes.

The logo for The Floor Show, featuring the words "The Floor Show" in a stylized, dotted font. The "S" is significantly larger and more prominent than the other letters.

TheFloorShowLA.com

The Floor Improv Night Nightlife

"THE FLOOR" Improv Night is a monthly event dedicated to the magic of improvisation between musicians and dancers of all genres.

The logo for The Floor Improv Night, featuring the words "THE FLOOR IMPROV NIGHT" in a bold, hand-drawn, blocky font.

TheFloorProductions.com

The Open Floor Society Non-Profit Organization

"THE OPEN FLOOR SOCIETY" is a 501c(3) non-profit, providing pathways for the younger generations to experience the joy of self-expression through dance, music and improvisation in a supportive and active artistic community.

The logo for The Open Floor Society, featuring the words "THE OPEN FLOOR SOCIETY" in a clean, sans-serif font, enclosed within a circular border.

TheOpenFloorSociety.org

THE FLOOR SHOW

The Cast

Every member of “THE FLOOR SHOW” is what we proudly call the “Real Deal.”

Their life long dedication to their craft is evident in their incomparable performances and their passion palpable, transporting the audience to an unforgettable, one-of-a-kind live experience.

The Musicians

All music in our production is live and original, composed and arranged by our inspired Music Director, Carlos Rodgarman (Juan Gabriel, La India, Christopher Young). Every production an all-star, 8-piece band is assembled to bring to it all to life. Their combined resumes include Stevie Wonder, Christina Aguilera, Jordin Sparks, Dancing with the Stars, American Idol, Tonight Show, and Andy Garcia’s CineSon All-Stars to name a few.

The Performers

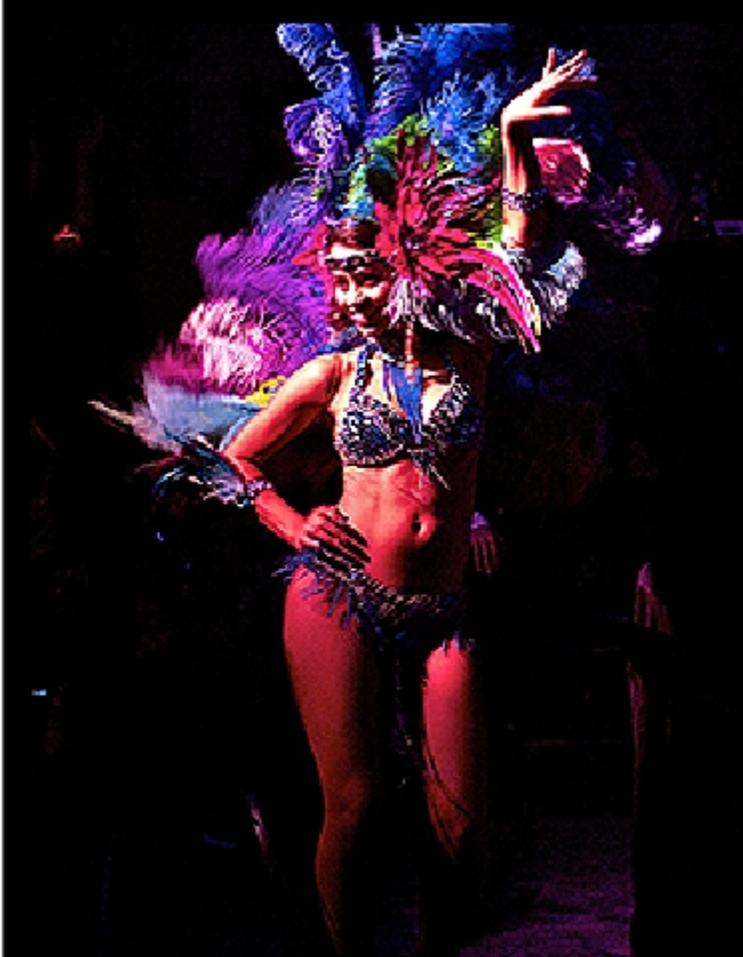
Each performer is well-respected in their own artistic communities and as international representatives of their craft. We have been lucky to share with our audiences a vast array of styles such as Tap, Samba, Ballet, Cabaret, Capoeira, Opera, Popping, Breaking, Flamenco, Swing, Tango, African, Contemporary, Salsa, Ballroom, Contortion, Spoken Word, Skat, Afro-Cuban, Tahitian, Ballet, Cabaret, Capoeira, Sonic Butterfly Harp, Acapella Doo-Wop, Rapping, Video Mapping, Drumline, with only more to come with every production. These performers have been featured in a variety of commercials, live shows, movies, videos and TV shows.

The Producers & Setting

Carolina Cerisola and Sascha Escandon are the original Creators and Directors of “THE FLOOR SHOW” and proudly co-produce with Mario Melendez of the King King and Music Director, Carlos Rodgarman.

The original six year residence has been at King King, Hollywood and most recently was co-presented with Goldenvoice at the famous El Rey Theatre.

“THE FLOOR SHOW” is immersive. You’ll never know where the next act will take place - upfront and close, behind you, or from above, the whole experience becomes enjoyably interactive. And because of the modular format, and elements of improvisation, every show is as unique as a thumbprint, all hinging on the range of performers and the city it runs in.



THE FLOOR Improv Night

The Sound

The Floor Improv Night is lead by a different Lead Musician every month who assemble a distinct set of musicians that can improvise in a seamless flow through various styles like Jazz, Latin, Funk, Swing, Rock and more, taking their cues from everyone on the dance floor. Additional musicians are welcome to join in the jam to contribute even more variation to the organic sound

The Society

"THE FLOOR" has become a creative playground for the industry's professional artists. It is a place where they can let loose and express themselves freely, while collaborate organically with artists of other genres.

The environment is inclusive of people from all walks of life and many professional artists that are recognized from their work in t.v. and live performances with Madonna, Michael Jackson, Lady Gaga, Pink, Cirque Du Soleil, Usher, Dancing with the Stars, So You Think You Can Dance, America's Best Dance Crew, LXD and many more.

The Scene

The goal of "THE FLOOR" is to reach out into this expansive city and intermingle as many artistic worlds as possible that wouldn't otherwise be seen together in one place.

We encourage musicians, dancers, singers and other artists to collaborate with one another in an organic way to create undeniable chemistry and unforgettable experiences. THE FLOOR Improv Night is now a monthly fundraiser for The Open Floor Society to continue the cycle of art in our communities.



THE OPEN FLOOR SOCIETY

The Mission

The mission of the 501(c)(3) Non-Profit, THE OPEN FLOOR SOCIETY, is to engage underserved youth in the art of improvisation to encourage self-empowerment through movement, dance and music fostered by a multi-cultural artistic community.

The History

The Open Floor Society was founded by Sascha Escandon and Carolina Cerisola in 2013. Through their dance careers, Sascha and Carolina experienced first hand the transformative benefits of self-expression. This, paired with inspiration drawn from their artistic and culturally diverse peers, motivated them to produce events and shows under their company, Floor Productions, to draw artists together and encourage interaction between dance, live music and the art of improvisation. Recognizing limited opportunities for youth to learn improvisation, they founded the non-profit organization to connect underserved communities with an incomparable network of artists to fulfill their mission.

The Plan

The practice of improvisation is the highest form of self-expression and develops confidence, self-awareness, creativity, imagination, problem-solving, leadership skills, promotes collaboration while cultivating respect for oneself and others. We believe artists themselves should be the custodians of their craft by personally passing it down to youth. THE OPEN FLOOR SOCIETY's plan is to facilitate the connection through shows and exhibitions, classes, workshops, after-school programs, mentorship programs, and school curriculum integration.



The mission of The Open Floor Society is to engage under-served youth in the art of improvisation to encourage self-empowerment through movement, dance and music fostered by a multicultural artistic community.



776
 ENTERTAINMENT
 LOS ANGELES
 AN UNUSUAL
 NIGHTLIFE
 ISSUE

7 THE FLOOR IMPROV
 Once a month on a Monday, the Floor Productions organizes a night at the King King club, where the best professional dancers and musicians in the city show up to let loose and make music. Nothing is choreographed or planned — people just get up and dance with each other as others jam on the piano. Everyone is welcome to join in, but be prepared to be wowed by the most talented hip-hop dancers, salsa dancers and jazz sax players, all improvising in the same circle, bouncing moves off one another.
 thefloorproductions.com

INSIDE FIVE CLASSIC L.A. HOMES
Los Angeles
25 Great Nights Out!
 Dance Spots! Killer Cocktails! Cool Clubs! Plus Tasty Cheap Eats at 3 a.m.
THE FLOOR IMPROV NIGHT
 PICTURE SOUTH AMERICA'S most sultry, happening neighborhood milongas, throw in some of Hollywood's most talented career dancers, and you get a sense of the scene during this one-of-a-kind night at King King Hollywood. Every third Monday of the month, stylish couples swarm the warehouse-like space to dance freestyle combinations of mainly tango, swing, and hip-hop. A live band provides an improvised blend of jazz, funk, Latin, and Afro-beat. — *Dever*, \$12, 6555 Hollywood Blvd., Hollywood, 323-960-9234 or thefloorproductions.com

Los Angeles Times
Swing away on the Floor
 At the King King's anything-goes night, dancers and musicians unleash an intermingling of moves and beats that comes full circle.
 MICHAEL D. EMMETT
 When a night of music is also a night of dancing, the result is a party that's twice as fun. In a building that's been around for over 100 years, a group of dancers takes over to showcase a mix of styles and genres. At the King King Hollywood, a mix of styles is on display every third Monday at Hollywood's King King. Tonight's possibilities include, of course, the traditional tango and salsa. But there's also a mix of styles, including hip-hop, funk, Latin, and Afro-beat. — *Dever*, \$12, 6555 Hollywood Blvd., Hollywood, 323-960-9234 or thefloorproductions.com

Sign In or Sign Up
Los Angeles Times
 LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH
 L.A. NOW POLITICS CRIME EDUCATION O.C. WESTSIDE NEIGHBORHOODS
Multi-genre dance at 'The Floor' in Hollywood
 Pinned By: Jerome Adams
 Pinned On: 10/21/10, 11:30 AM
 By: Genaro Molina
 There is little respect for gravity here. Dancers defy it with every move they make. Twisting, flying and spinning.
 Welcome to "The Floor," a multi-genre dance event that happens the third Monday of each month at King King in Hollywood. Dancers of all backgrounds share their creative moves to the sounds of live acid jazz provided by saxophonist Walter Davis and a group of musicians, some who just drop in for the evening-long improvisation jam.
 Improvisational dancers fill out every inch of the club, but the main event happens at the center where a circle forms around a single dancer or couples. From break-dancing, modern jazz, tango, swing, salsa to tap, the room is a pulsating mass of humanity.
 Warning: If you plan on attending and think you're only going to observe, you're probably mistaken. It'll take but a few seconds before you find yourself standing on The Floor.
 TAGS: OUR WORK VIDEO ARTS & CULTURE ENTERTAINMENT
 Tweet 14 Like 0 +1 0

"I was pleasantly and joyfully surprised by the show, the calibre of the performers (both dancers and musicians) and the way the whole evening came together. I know it is no easy task putting something like this together but, Sascha Escandon and Carolina Cerisola did a fantastic job! Also, their audience was great. It is always nice to see an appreciative and knowledgeable audience!"
-Michael Andreas, Music Director of LA Ballet



"THE HOTTEST NIGHT IN LA!"
CRAIG ROBINSON
 (THE OFFICE, HOT TUB TIME MACHINE)



"LIFE is at it's best when it resembles a musical. Think about it, when people are having a moment of PURE JOY, they want to SING out loud or DANCE. The best example I can think of this occurs once a month at THE FLOOR."

—MICHAEL GRADY, FILM AND COMMERCIAL DIRECTOR. CREDITS: OPRAH'S 24TH SEASON KICKOFF PARTY WITH BLACK-EYED PEAS, MOJIB ROUGE, T-MOBILE FLASHMOB COMMERCIALS



"There's nothing like this in LA, as a matter of fact, I've lived all around the world from the US to England to Africa, and I've never seen anything like it...ever. There are some places where people go to jam, and places where people go to dance, but never have I seen them together like this. If I had to try to describe it, it's amazing energy and a whole lot of fun."
TONY OKUNGBOWA RESIDENT DJ ON THE ELLEN DEGENERES SHOW



Our Mission

Banding together to create this partnership company, our mission as Floor Productions is to passionately showcase and promote the value of authentic top-notch musicians and dancers in a live element, to share with others what we've both been so lucky to experience through our own lives.

Often, our everyday life contains such an overload of technology and disconnect generating short-attention spans and a bottomless need for instant gratification, but not a lot of soul-fulfilling culture. So, with a bit of a selfish need to fill our own souls, we decided to start our venture right here at "home," knowing first-hand how much talent this city of Los Angeles holds and welcomes.

We set out to conceive creative and accessible platforms to unite the varied artists in this city along with the general public where the artists can pour their hearts out and leave our audiences with visceral experiences. A rejuvenating, give-and-take relationship for everyone involved!

Whether it's through "THE FLOOR Improv Night," an evening dedicated to the magic of improvisation between musicians and dancers, or taking our audience through a world of genres in "THE FLOOR SHOW," Immersing them in passionate, visceral vignettes of live music and dance that emerge from every corner of the space, or making these cultural arts accessible to underserved youth through our 501 (c)(3) non-profit organization, "THE OPEN FLOOR SOCIETY," Floor Productions' ambition is to leave both the crowd and the artists, inspired and transcended in every moment we put forward.



History



Our first endeavor...

was THE FLOOR Improv Night on July 20th, 2008 at the King King, in the very heart of Hollywood. It was a "one-off" experiment to bring dancers AND musicians of all genres into one room and experience what naturally unfolds when they come together for an improvised jam session.

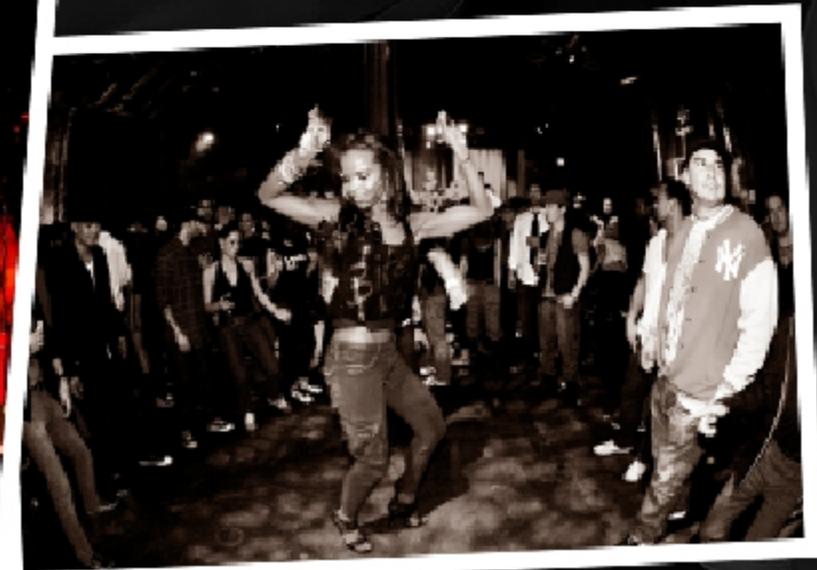
We invited our friends from both the dance and music communities, plus new artists that we met, to play, dance and enjoy themselves freely through expression, with the hopes that we'd all experience something truly organic, magical and completely in the moment. We wanted THE FLOOR to be an environment conducive to expression without rules or egos, just all of us creating a roller-coaster ride with one another.

At the end of that night, we discovered we had something utterly unique.

We continued THE FLOOR as a monthly Monday night residency at the King King and within a few months we tripled in size thanks to the word-of-mouth wildfire promotion from

our attendees. The concept of the night quickly attracted seasoned musicians and the industry's best dancers and choreographers, including those from Dancing With The Stars, So You Think You Can Dance, America's Best Dance Crew, America's Got Talent and LXD-Legion of Extraordinary Dancers (2009 Academy Awards). Celebrities and artists also enjoyed the spectacles at THE FLOOR. Our guests have included Sting, Chris Botti, Craig Robinson, Baz Luhrman, Daniel Lanois, Adam Levine, Raphael Saadiq, Cedric the Entertainer, Tony Okungbowa, John Lee Miller, Chiwetel Ejiofer, Topher Grace, Kenna, Wil-Dog, John Norwood Fisher, Warren Sapp, and more.

As we witnessed this diverse crowd that continually evolved month to month, in an atmosphere that always offered a full-plate of raw and tangible energy, ebbing and flowing between a multitude of music and dance genres, we were prompted by King King owner, Mario Melendez, to take it to the next level - THE FLOOR SHOW.



History

While putting the production together...

we realized that broadening our audience in this way required us to walk a fine line between offering a polished, accessible show to a "theater-going" audience while maintaining that raw energy and interactive nature we were witness to at THE FLOOR. It was a challenge we whole-heartedly welcomed!

On October 13th, 2009, we successfully produced and premiered THE FLOOR SHOW at the King King.

It's 4 week run immersed the audience into an exhibit of live original music, highlighted by impromptu-like dance vignettes that popped up in unexpected areas throughout the venue, performed by amazingly talented dancers, musicians, singers and MC's, doing what they do best.

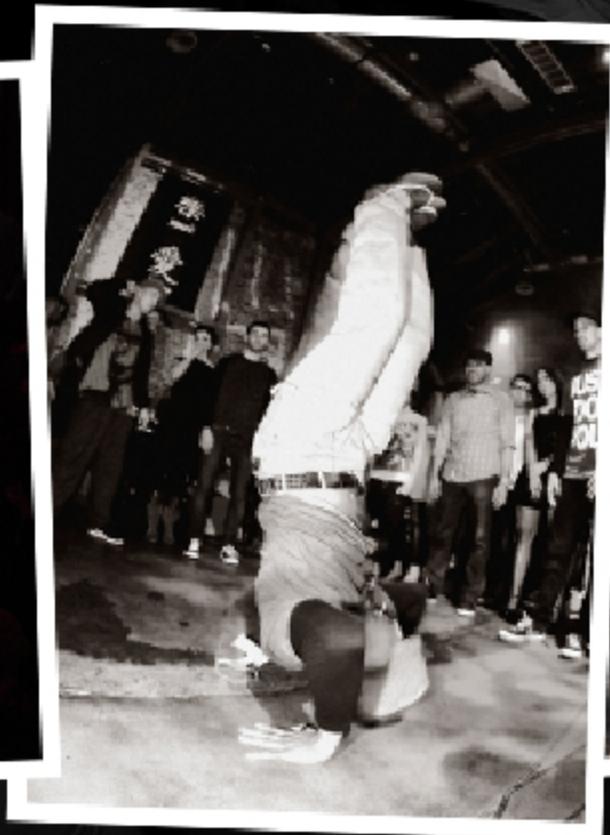
The variety of genres in THE FLOOR SHOW exposed our audience to a multitude of cultures in an intimate atmosphere that is not often experienced in a single production or venue.

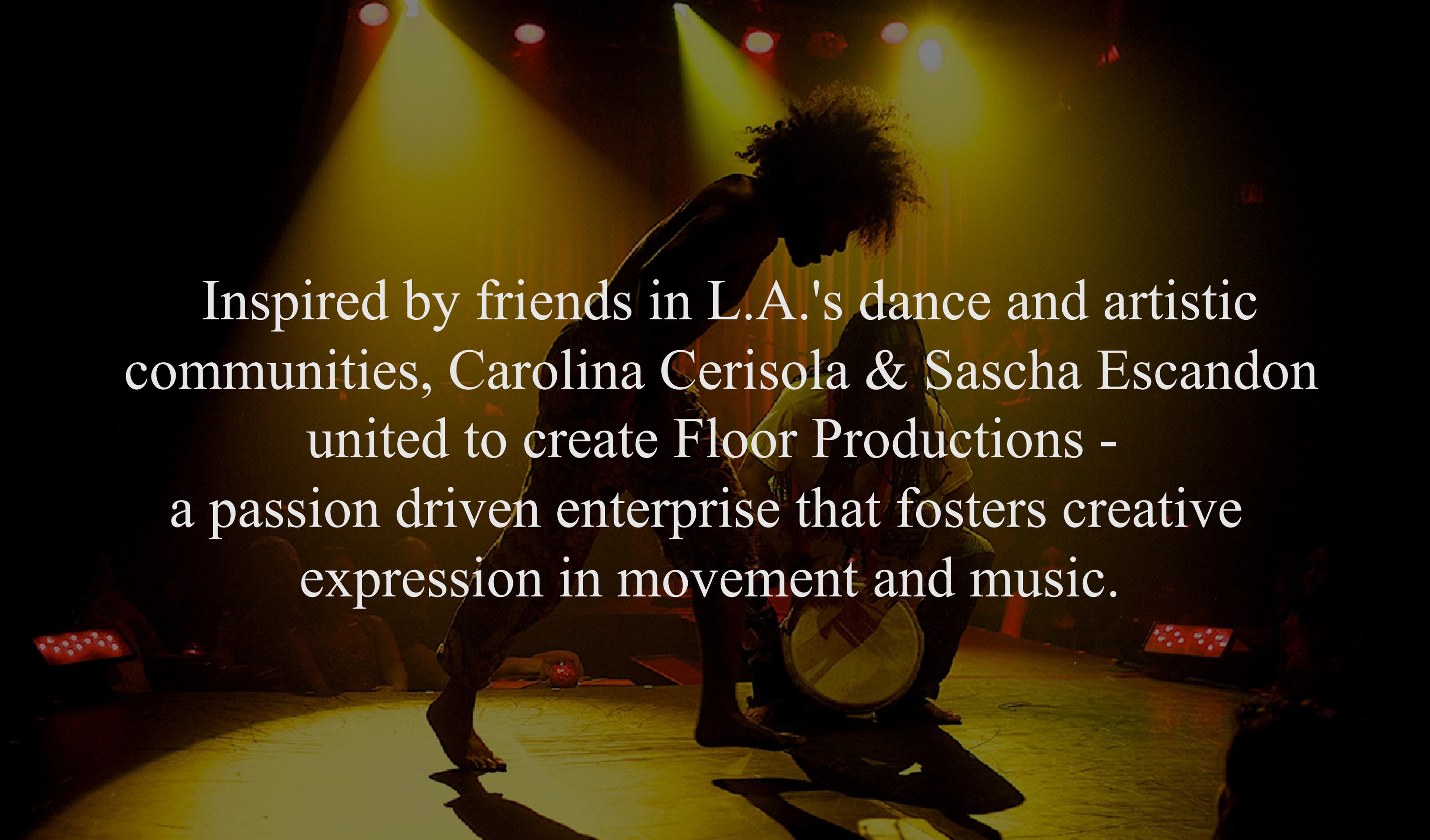
The dynamic structure of the show, entwined with "real deal" artists, enable the passion and energy in each performance to be directly shared with the audience, creating a unified, palpable excitement that leaves everyone wanting more!

Since then, THE FLOOR SHOW continues to be a highly anticipated annual production by both audiences and participating artists.

THE FLOOR Improv Night sustains a strong reputation as a monthly Los Angeles feature favorite, often referred to as "church" by attending artists and fans.

Everything comes full circle with our latest addition to Floor Productions, THE OPEN FLOOR SOCIETY, our 501(c)(3) Non-Profit whose mission is to engage underserved youth in the art of improvisation to encourage self-empowerment through movement, dance and music fostered by a multi-cultural artistic community.





Inspired by friends in L.A.'s dance and artistic communities, Carolina Cerisola & Sascha Escandon united to create Floor Productions - a passion driven enterprise that fosters creative expression in movement and music.

Biographies

Carolina Cerisola,

originally from Buenos Aires, Argentina, began her professional dance career as a teen by touring around the world with Venezuelan singer/actor "El Puma" and later as an International Salsa Champion. When she arrived in the United States, her unique style quickly captivated many fans, and she garnered a loyal following from both her peers and audiences. As word of her talent continued to spread, Carolina soon found herself headlining at then hot-spot, Forty-Deuce — one of the first Burlesque Cabarets in Hollywood. When she stepped out onto the stage, her talent commanded the attention of crowds that often included artists whom she has since shared the stage and screen with, like Sting, Daniel Lanois, Justin Timberlake, Prince, Heath Ledger and a recurring feature on the Jimmy Kimmel Show. Carolina still retains a local and international following with her performances and is currently appearing as a featured dancer in CEE LO's new show, "Loberace" at Planet Hollywood, Las Vegas.



In 2008,

professional dancers Carolina Cerisola(left) and Sascha Escandon(right) joined forces to make their creative ideas and dreams come to life. Inspired by their circle of friends in L.A.'s dance and artistic communities, Carolina and Sascha created Floor Productions - a passion-driven enterprise that fosters creative expression in movement and music.

Sascha Escandon

is a native to Los Angeles and began her dance career as a child training with the Joffrey Ballet with many L.A. based choreographers, mainly Marguerite Derricks (Austin Powers). At 17, Sascha put dance on pause to pursue a college education, and earned a B.S. in Animation from Woodbury University. She soon returned to dance after graduating, and traveled the world as salsa dancer/performer/choreographer in two of the most renowned L.A. Salsa dance companies, Los Rumberos and Salsa Brava. Sascha started her professional career with a Post-Production Coordinator position at MTV Networks where she simultaneously worked on multiple reality shows like The Osbournes, Newlyweds: Nick & Jessica, Carmen & Dave and many more. After spending 5 years at the network, Sascha decided to combine both her production and personal dance experience by way of Floor Productions with partner Carolina. She now applies her performance and production experiences to co-create nights like THE FLOOR and THE SHOW, but also to help create and coordinate additional creative entertainment like their DooWop, Motown, Soul night, FRIDAY KIND of LOVE, and their casual Latin music night, ELLOS Y ELLAS.

Contact

FloorProductions

Carolina Cerisola & Sascha Escandon

w: thefloorproductions.com

e: thefloorproductions@gmail.com

+323.424.4200

Facebook:

fb.com/TheFloorImprovNight

fb.com/TheFloorShowLA

fb.com/TheOpenFloorSociety

Twitter:

twitter.com/TheFloorProd

Instagram:

[TheFloorProductions](https://www.instagram.com/TheFloorProductions)

[TheFloorImprovNight](https://www.instagram.com/TheFloorImprovNight)

[TheFloorShowLA](https://www.instagram.com/TheFloorShowLA)

[TheOpenFloorSociety](https://www.instagram.com/TheOpenFloorSociety)