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Blonde + Co. Collaborates with Dancer Laura Arend and Laboration Art Company on the Dance Film “True”

Shot on the roof of New York’s Ace Hotel, this evocative film uses movement and music to portray a woman’s inner emotional journey.

New York, NY – Sept. 13, 2016 – From moments of light and joy to an introspective bout with darkness and introspection, the newly released dance film “True” takes viewers on an emotional journey courtesy of the international dancer and choreographer Laura Arend and the creative and filmmaking talents of Blonde + Co Director Julie Stahl.

The film is an original content piece produced by Blonde + Co (www.blondeandco.com), a New York-based content creation studio which has long partnered with top global beauty, fashion and lifestyle brands. The studio, led by Stahl, with Executive Producer Victor Larue, partnered with Arend’s dance company, Laboration Art Company, on the piece.

To view the film, click here [\[TRUE\]](#).

The film centers on a young woman’s journey, stuck between two worlds. As we’ll see, her true destination is not always self-evident.

It opens with a stunning shot of Arend silhouetted against a bright blue New York City skyline; angelically bathed in light with billowing white chiffon that appears almost like wings. The lilting, melodic soundtrack, provided by Audio Network, casts an ethereal mood.

We watch her chasing light along the roof of the Ace Hotel. Then, a shift happens, and the white attire is replaced by black that blends with the de-saturated background. The music becomes edgy and jarring as her movements become tortured and jerky—the result of both in-camera and editing effects—as she writhes, seemingly driven by pain and anguish. She then ascends a ladder to which she connects to her neck with her sweater, right as a helicopter appears.

We transition from this moment to the light world; our dancer is again high atop a structure, framed against the sky, slowly rising to embrace the light and air with her arms outstretched, leaving the audience to draw its own conclusions.

Its creators describe the film as “a young woman’s journey to find truth, lost between reality and altered states of consciousness.” Adds Stahl, “We wanted to create this concept of dualism, and staged both segments to heighten that sense

of light and dark—inspired by the beautiful, saturated New York skyline and the graffiti, industrial elements, iconic water tower and grittiness of the tar roof.”

The project was undertaken as both a creative endeavor and to showcase the company’s ability to develop original films for brands wishing to connect more organically with audiences. Totally improvised, it was the culmination of a longtime creative collaboration between Arend and Blonde + Co’s Larue, a former dancer himself.

Arend’s company, Laboration Art Company (www.laborationartcompany.com), was founded in 2013 and has created works performed in the US, Israel and across Europe. Trained in France, Arend herself has an impressive CV that includes performing with the Merce Cunningham Company as well as with top dance troupes both in America and abroad. She’s danced with the Judith Sanchez Ruiz Company, the Kibbutz Contemporary Dance Company and the French company F521.i. In addition, she performs with such leading independent choreographers as Oz Mulay and Laura Lipko.

Arend and Larue approached the Ace Hotel, which has a history of promoting art and fashion in New York. The original concept was to perform a dance inside the hotel. With a short shoot day and limited crew, the process was itself an exercise in improvisation, says Larue. “Making ‘True’ was really an opportunity for the team to work under very constrained parameters, in terms of time, location, budget and resources,” he notes. “and to demonstrate how you can create under pressure, and still come up with work that’s compelling and insightful.”

This approach mirrors the kinds of independent creative projects Blonde + Co is pursuing at the moment, as well as demonstrates to potential brand clients that the studio is both agile and highly imaginative.

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