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Fontys ACI students contribute to dance festival Dreamfields in Mexico

Sixteen students of Fontys Academy for Creative Industries (ACI) in Tilburg are invited to Mexico in November to contribute to the organisation of Dreamfields festival. Their study trip is part of the minor Dance Industry and will be shaped in cooperation with ACI's partner academy ITESO in Guadalajara.

The study trip is the closure of an assignment from festival organiser Global Event Group. They requested the students to invent and realise a number of creative zones at the festival site in Guadalajara, expecting approximately 50,000 Mexican visitors on November 16 & 17. The line-up includes, among others, Martin Garrix, Lost Frequencies, Lucas & Steve and Dimitri Vegas & Like Mike.

Dutch quality

The study trip to Dreamfields Mexico lasts from 2 to 18 November. It was initiated by the festival organiser and is partly sponsored by AeroMexico airline, one of Dreamfields' partners. "The Netherlands are ahead when it comes to dance festivals", says Niels van Vijfeijken, who is organising Dreamfields in Mexico for the second time. "We would like to add more of the Dutch quality, which motivated us to contact Fontys ACI." The ACI students will be working in the city alongside those of ITESO, one of the international partner academies of Fontys ACI.

Fontys ACI's Minor Dance Industry is a programme that enables higher vocational (HBO) students to work and learn in the dance industry for a whole semester. The exclusive minor drew an increasing number of students from the Netherlands over the last years, who aspire a career in the world of DJ's, record labels and festivals. Due to the dance industry's international character and the growing interest among ACI's partner academies abroad, this academic year also saw the introduction of an international group. This first group consists of sixteen students, from diverse countries such as Australia, France and the Netherlands.

Icing on the cake

One of the participants is Hayden Bradshaw from Australia, also an active DJ and producer, and winner of the DJ competition Your Shot in his home country. “The Minor Dance Industry is unique in the sense that it comprises all aspects of dance. It’s a great experience to be part of that scene, which is wholly different here compared to Australia. The music you hear at Dutch festivals, can in Australia only be heard in clubs, at the most. The range of offers is enormous here, and that contributes to my DJ skills.” For Hayden, his visit to Mexico is the icing on the cake. “I never expected we would be allowed to contribute to a festival of this size. Being responsible for a part of the organisation; that is definitely exciting.”

Aside from to the Mexico project, all 46 participants of the Minor Dance Industry are first going to Amsterdam Dance Event in October, of which Fontys ACI is an educational partner. For ADE, the world’s largest dance conference, from 16 to 20 October, students are arranging part of the programme of ADE University. Hayden: “It’s a great opportunity to become part of this event. For many, ADE serves as a springboard towards success.”

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