

THE OSTENTATIOUS BALL AVAILABLE IN 2026

To book THE OSTENTATIOUS BALL
or if you require more
information, please contact:

Sarah Trist Dance Management Agency
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**A LOW-BARRIER MASS PARTICIPATION
PERFORMANCE EVENT CELEBRATING
IDENTITY, BELONGING AND COMMUNITY**

ZOEILOGIC.CO.UK/TOB

[@ZOEILOGIC](https://www.instagram.com/ZOEILOGIC)

*THE AUSTENTATIOUS BALL performed in Guildhall Sq. Southampton,
commissioned by Mayflower in 2025
Visit zoieologic.co.uk/TOB or more images and videos*



A COMMUNITY-POWERED BALL LIKE NO OTHER.

Defying expectations of who dance is for and where and how it is experienced, Zoie Logic Dance Theatre has been redefining what dance means and who it is for for over two decades. Under the artistic direction of Zoie Golding, they are the go-to experts in getting guys dancing, community activations and mass dance events, showing that anywhere can be a dance floor, and empowering people and communities to be healthier, happier and more creative.

In 2025 Zoie Logic was commissioned by Mayflower to create a mass participation event for the Guildhall Square in Southampton as part of the 250th anniversary celebrations to mark the birth of Jane Austen. The result was Austentatious Ball, a re-imagining of the 18th Century Ball for today's world, bringing together 100 participants as Guests in a celebration of dance, movement and bold self-expression rooted in the local community.

Rebranded for 2026 and beyond, The Ostentatious Ball is a celebration of identity, belonging and community, a highly engaging, scalable public event that invites people to come together in a shared experience of the modern-day equivalent of a Regency ball.

Crucially the Ball invites people taking part (aged 11+) to step into a collective experience through intuitive, interactive engagement requiring little to no prior rehearsal, removing barriers to participation as far as possible.





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"Events like this are important as they offer non judgemental and uniting spaces to explore things potentially outside of people's comfort zone and also invites people to connect in movement.

It builds a sense of community and unity"
Participant, Austentatious, Southampton.

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THE OPPORTUNITY

The Ostentatious Ball is designed for large public spaces, festivals and events and runs 90 minutes. It takes place on a specially designed dance floor printed in pink with a gold mirror ball image at its centre and surrounded by seating areas on artificial grass and chairs.

Under the direction of ZoieLogic's host and four dance captains, and using the eighteenth century dance card as their prop, Guest participants perform a series of dances which blend improvisation with learned choreography.

Guests dress however they like - glittering and glamorous, comfortable and casual - because The Ostentatious Ball is all about embracing their most ostentatious self. Local performing arts groups share their work alongside, bringing added vibrancy. The Ball culminates in a Grand Finale performance by all the Guests, with passersby joining in if they wish.

The Ball champions inclusivity, belonging and identity, responding to the need for authentic, liberating public engagement, community ownership and a strong sense of civic pride.

THE EXPERIENCE

Participants in The Ostentatious Ball sign up in advance to be Guests or can simply turn up at the event.

Over 12 weeks leading up to the Ball ZoieLogic's dedicated Ball Producer works with Presenters to introduce potential Guests and local performance groups to the experience and, use online and in person sessions (approximately 2 hours) to teach them the Guest dance routines.

People who don't feel ready to sign up to the sessions in advance can still join in the collective experience on the day; the routines are directed by ZoieLogic's host from a staged position at the edge of the performance area using non-dance language to deliver easy to follow instruction.

The company also provides a range of costumes and accessories for participants to choose from a clothes rail.

The aim is to reduce barriers to participation and to extend the opportunity as far as possible.



THE AUSTENTATIOUS BALL being performed in Guildhall Sq.
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PERFORMANCE SPACE

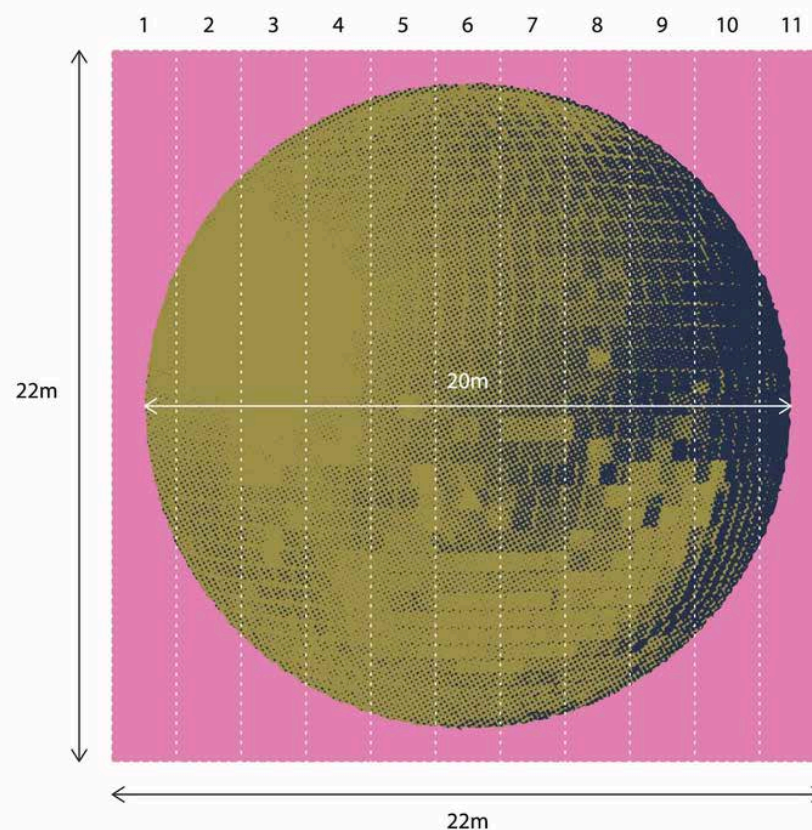
The performance space is a 22m x 22m mesh/carpet material floor that comes in 11 rolls of 2m x 22m. It is a printed pink floor, with a gold mirror ball image in the centre.

The mirror ball is the performance space, where participants are invited to dance and move. The pink area is where the seating is arranged for participants to sit when not on the mirror ball dance floor. The whole space is accessible.

One end of the performance space (off of the floor) sits the stage and technical area, along with entrances and exits for participants.

The area opposite can be extended with optional artificial grass to provide additional seating areas.

The whole space has crowd barrier perimeter which is dressed by the company.



*Below: THE AUSTENTATIOUS BALL performed in Guildhall Sq. Southampton, commissioned by Mayflower in 2025
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VIDEO LINKS:

[THE OSTENTATIOUS BALL 60 SECOND TRAILER](#)

[FULL PROMO FOR OSTENTATIOUS BALL](#)

[THE OSTENTATIOUS BALL FINALE](#)



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"It has brought together so many people from different backgrounds, ethnicity and communities which we would otherwise never connect with in our busy lives"

Participant, Austentatious Ball, Southampton

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GENERAL EVENT INFORMATION

Duration: Approximately 90 minutes

Capacity: Up to 100 participants, with seating provided around the mirror ball dance floor.

Recommended age: 11+ (family friendly). Children under 16 must be accompanied by a responsible adult.

Minimum space required: 23m (W) x 36m (L)

Cost: £15,000 to include transport cost, travel, accommodation and per diem.

Contact: Sarah Trist Dance Management Agency
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PERSONNEL

ZoieLogic team: 8

- 1 Lead Artist/Host
- 4 Dance Captains
- 1 Production Manager
- 1 Participation Producer
- 1 BSL Interpreter

Local Support Team (provided by Presenter):

- 4 Production Crew for Load in/out
- 4 volunteers/front of house/festival marshalls



*"It brought people out of
their shells and made us
experience a totally new experience"*
Participant, Austentatious Ball, Southampton

— ”

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TECHNICAL RIDER



TO BE PROVIDED BY THE PRESENTER

- **Power**
- **PA System:** Stereo PA for outdoors with 2 wireless headset mics.
- **Playback:** Laptop with QLab or Spotify (provided by ZoieLogic)
- **Stage Deck:** 8' x 16' x 2' (H) (for host and technical)
- **Crowd barriers:** 60 units are required to enclose the performance zone
- **Seating:** 50/75 chairs in pink perimeter floor
- 3 x Crew for Load in and Get out.

TRANSPORT & LOAD-IN

- **Vehicle:** 1 x Luton van + 2 team vehicles
- **Crew for Load-In:** 2 x ZoieLogic Team + 3 Local Crew
- **Access:** Parking within 50m of performance site recommended
- **Get-in Time:** 5 hours with 4 x crew support
- **Get-out Time:** 3 hours with 4 x crew support

PROVIDED BY ZLDT

- Performance floor (see above)
- Optional artificial grass extensions
- Gazebo
- Dress up costumes for up to 25 people

HEALTH, SAFETY & ACCESSIBILITY

- **Risk Assessment:** Provided when booked.
- **First Aid:** Venue/festival to provide qualified first aider on site.
- **Safeguarding:** Children under 16 to be accompanied by a responsible adult.
- **Wheelchair Access:** Level entry to mirror ball dance floor; seated participation supported.
- **Emergency Procedures:** Evacuation plan coordinated with venue/event management. Muster points to be agreed during site visit.

ABOUT US

WE ARE ZOEILOGIC DANCE THEATRE: WE CONNECT PEOPLE THROUGH THE POWER OF MOVEMENT

Founded in 2000 by Artistic Director Zoie Golding MBE, we are an artistically led social impact organisation delivering high-quality engagement projects that connect people of all ages and backgrounds through the power of movement.

We work collaboratively with communities to co-create impactful programmes across arts, education, and wellbeing, making a tangible and visible difference to those we work with and the places they call home. From engaging workshops and vibrant festivals to long-term community initiatives, we guide individuals and communities on journeys to achieve extraordinary things and create unforgettable memories.



The Grid experience 2022

Our projects promote social cohesion, reduce barriers to participation, and prioritise access for all, especially in areas where provision is limited or non-existent. We focus on reaching those most underrepresented and least likely to engage with dance and the arts.

Our mission is to help people live happier, healthier, and more creative lives.

WE SPECIALISE IN CRAFTING EXTRAORDINARY, UNFORGETTABLE EXPERIENCES ANYWHERE!

OUR WORK BREAKS DOWN BARRIERS AND CHALLENGES THE NORMS OF WHO DANCE IS FOR, WHERE IT HAPPENS, AND HOW IT'S EXPERIENCED.

*Below: SOLARA, Centenary Sq, Birmingham
Commissioned by FABRIC, supported by Dance Leaders Group (DLG), and funded by United by 22*



With over two decades of experience, ZoieLogic Dance Theatre is nationally recognised for co-created mass movement events in unexpected places, civic spaces, public festivals, and professional venues.

In acts of epic collaboration, we unite people of all backgrounds to feel the euphoria of moving together as one.

WE BELIEVE EVERYWHERE IS A DANCE FLOOR. EVERYONE IS A DANCER.

PREVIOUS PRODUCTIONS

SAFE (2015 - 2017) Main stage production commissioned by ACE, supported by Mayflower Theatre and Take Art and awarded Shift and Share the South West's touring consortium programme, touring 34 shows to new venues.

RIDE (2016 - preset) Critically acclaimed flagship outdoor work commissioned by Dance Exchange for BDF 2016, touring festivals, local placemenking and care homes post covid.

HOMEGROWN (2017) Directed the opening show of Studios 144, Nationally significant project, £14 million new arts complex in Southampton. Involving over 150 people performing from the local community, reaching live audiences of over 5000

SLEUTH: (2019 - 2022) Devised the UK's first dance detective, choose your own adventure show for rural touring, placing audiences at the heart of the action. Supported by ACE, successfully toured the UK and presented at Surf the Wave.



Sleuth 2022

MASS PARTICIPATORY EVENTS

THE GRID EXPERIENCE (2020 - 2022) The UK first mass movement participation event post covid and chosen as one of ACE Chief Executive's, Darren Henley's top 10 most impactful events of 2020.

ZOIE GOLDING MBE ARTISTIC LEAD DIRECTOR OF CRITICAL MASS (2020 - 2023) Led and directed the first of its kind, youth company challenging inclusivity in cultural events with 15 dance leaders, 20 support workers, and 250+ participants. The 18-month program culminated with mass performances at Birmingham 2022 cultural festival, Queen's Baton relay, BDF, and Commonwealth Games Opening Ceremony 2023.

SOLARA (2023) Outdoor Mass performance, Commissioned by FABRIC, supported by Dance Leaders Group (DLG), and funded by United by 22. Performed as part of the 2022 Commonwealth Games legacy event.



Above: 'RIDE' Commissioned and co-produced for International Dance Festival Birmingham 2016, co-commissioned by Gulbenkian (University of Kent) and Dance Village at Bristol Harbour Festival



"Zoie's work has a vibe and a feeling of everyone feeling welcome, even the audiences. That for me, is someone who wants to draw new audiences to the festivals and the events that I make and commission, and that's super important."

*Raidene Carter, Creative Director,
Birmingham Festival 2023*

*"To be seen having fun,
connecting and looking
fabulous was heartwarming"*
Participant, Austentatious Ball, Southampton

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ZOIELOGIC DANCE THEATRE

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BOOKING PACK



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Created by Zoie Golding MBE for ZOIELOGIC DANCE THEATRE
Commissioned in 2025 by Mayflower



WATCH A 60 SECOND TEASER: [HERE](#)
WATCH OUR PROMO VIDEO: [HERE](#)

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