

Asheville choreographer Heather Maloy wins YouTube contest

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ASHEVILLE — The newest YouTube champion, Asheville choreographer Heather Maloy, has won the right to stage a work of dance for some influential people in the arts.

Maloy, artistic director of Terpsicorps Theatre of Dance in Asheville, learned New Year's Day that her work "Excerpts" had scored highest of 29 choreographers among viewers and voters on the Web site YouTube.

The choreographers had uploaded their dance clips as part of the 21st Century Choreography Competition, put on by Ballet Nouveau Colorado.

YouTube viewings and ratings played a part in Maloy's victory, which also was determined by a panel of judges.

Maloy and the two other top winners will fly next month to Broomfield, Colo., where Ballet Nouveau Colorado is based, to stage a dance to be judged a panel that includes the editors in chief of both Dance and Pointe magazines.

"That's why I entered this competition — so they could see my work," Maloy said. "As a choreographer, it's very hard to get commissions from other (dance) companies if you don't have reviews. We don't really get reviews here, and we definitely don't get seen by Dance magazine and The New York Times. This kind of exposure is absolutely priceless to my career.

"It's nice to start Jan. 1 with good news."

To see Maloy's dance, visit www.youtube.com/groups_videosname=BNC21CCC2008.