

The Dance 2017 – the thrilling art of dance in the Zurich Hallenstadion

Yesterday evening saw The Dance being staged for the second time in the Hallenstadion in Zurich, with ten of the world's best dance crews battling it out for the urban dance titles. After three hours of thrilling entertainment, Crew Prototype was the one to make it all the way through, and celebrate their well-earned victory. The show was rounded out by performances by the international star, Akon, and the British newcomer duo, Bars and Melody.

This year, The Dance once again exceeded expectations, and the audience was treated to a stunning show of the first order. The standard of the competition was extremely high, and all of the crews gave spectacular performances. The special acts and the winners of the Swisstour, the Mazda teams, "white" and "black" also held the audience spellbound.

High level competition

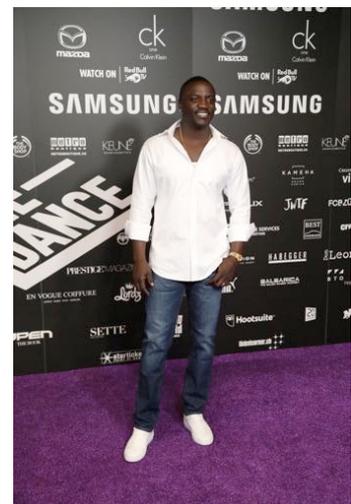


On Saturday evening, ten international crews danced in a battle for the trophy at The Dance 2017. In the first round, the ten crews - Super Cr3w (USA), OBC (RUS), Team Switzerland (SUI), Team France (FR), Mortal Combat (JPN), Team Germany (GER), Mnaighty Force (IT), Prototype (GBR), Team Sweden (SWE) and defending champions Morning of Owl (KOR) performed impeccably rehearsed choreographies in front of an exacting jury led by Storm. Four Crews OBC (Russia), Super Cr3w (USA),

Prototype (GBR) and Team France sufficiently impressed the jury in the qualifying round to make it through to the final battle stage. In high-level, intensive duels, the crews gave it everything they had, and the jury members - Storm, Buddha Stretch, Danielle Polanco, RoxRite, Carmen & Robert Geiss and Momo Mobetie - made their final decision to award the prize to Prototype (GBR). For the next year, Prototype (GBR) will be the proud bearers of the title "Winner of The Dance 2017", as well as bagging the prize money of CHF 15,000. The second and third prizes went to Crew OBC (Russia) and Super Cr3w (USA) respectively.

Fantastic supporting programme

In addition to the crews' performances, the supporting programme provided some fabulous entertainment. The show opened with a pair of British newcomers on the scene, Bars and Melody, who made their name in the television show "Britain's Got Talent". Oozing talent and charm, the two young singers had the crowd wrapped around their little fingers. The supporting programme also saw the two Mazda crews "black" and "white" in a head-to-head duel, with Mazda Team white coming up trumps. After the break took place, Akon demonstrated why he is one of the world's most renowned singing talents, and brought the crowds to their feet with some of his greatest hits.



The Dance stage breaks world record



A further highlight of this year's event was the stage itself. In collaboration with presenting partner Samsung, the world's largest, functioning mobile phone was created. Designed like the new Samsung Galaxy S8, the stage was a real eye-catcher, and was the ideal platform for the participating crews. With a length of 105m2, it beat the existing world record.

High-quality sponsors

The Dance 2017 had the honour of naming no less than Samsung as its main sponsor. Mazda and ck one were co-presenting partners.

Missed the show? No problem

Thanks to our broadcasting partner, Red Bull TV, the entire event can be accessed through their on-demand service. The best moves, the coolest crews and the most unbelievable performances can all be seen on redbull.tv/thedance or via the free app for mobile, tablet or smart TV.

After three hours of power, energy and dance flair of the highest calibre, all those involved were unanimous: The second-time staging of The Dance was a resounding success, and the planning for the next show in May 2018 is already underway.

A roundup of the event, including images and videos, can be seen on the website: www.thedance.ch.

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