



CALVINOGRAPHY

CALVINOGRAPHY®

ART, BEAUTY AND
BRILLIANCE IN MOTION

BLUEPRINT

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THE 411: *ORIGINS of* CALVINOGRAPHY®

The fitness industry has begun to fully embrace dance as a means of exercise and no artist/presenter/instructor has so successfully shape-shifted his way to world recognition in this field than Calvin Wiley. When everyone else zagged, he zigged; when others changed paths, following the latest trends, he stayed his course. When his peers left innovation to the new generation, Calvin explored the outer limits. He brought art to pop, pop to art, and fashion to both.

The origins of Calvinography® began in the early 90's, as Calvin's international career was jump-started; he saw the need to create a new method of teaching simply because he was presented with language barriers. Where many of the other international instructors on the circuit were able to communicate in several languages; Calvin spoke only English and therefore sought a more universal way to communicate.

Beyond that, as the industry began to evolve and branded programs began to earn international recognition, Calvin saw the need to create a branded program to set himself apart in the competitive landscape.

Calvin found that his use of gesturing and visual cueing created a very powerful teaching style that was not the norm in the industry. His international presence began to increase and he became a much sought after master teacher at conventions around the world. Over this time, the method and techniques of Calvinography® began to gel and a devoted student told Calvin that he needed to create a brand that identified his class and his personality.



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This student, Michael Fernandez, coined the name Calvinography® and the rest is history. That was in 2000 and since then the brand has become internationally recognized and revered as Calvin's signature class with six master class offerings.

As pre-choreographed exercise programs began to hit the scene, Calvin saw a need to create a program that not only offered a workout, but also was in line with his professional goals and life's calling, to teach, challenge and move people forward.

CALVINOGRAPHY® Dance became Calvin's foray into the world of dance fitness programs. He has spent the span of his long career researching and developing this program with the input of his students and peers. CALVINOGRAPHY® Dance has begun the journey to impact the world country-by-country, studio-by-studio, instructor-by- instructor, and student-by-student.

Method

CALVINOGRAPHY® Dance has a sensible foundation for what appears to have an organic or free form feeling or behavior. There is a particular procedure for approaching and accomplishing CALVINOGRAPHY® Dance programs. Often this method is viewed as an 'out of the box' approach to teaching and learning within group fitness and dance class settings; the system of methods used in CALVINOGRAPHY® is simply an alternative approach to the multiple pathways to how an instructor can teach and how a student can learn. CALVINOGRAPHY® embraces the idea that everyone in the world learns in different ways; therefore a full palette of teaching methods and techniques is necessary to produce new ways/options for students to learn. CALVINOGRAPHY® believes there's a dancer in everyone!



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CALVINOGRAPHY® method was created out of the belief that the many possibilities surrounding teaching and learning in the dance and fitness industries have not been fully studied, explored and presented for use; therefore, we hold the audacity to present our method, which has been studied, explored and presented brilliantly around the world.

We believe that your students' "learning curve" is as fundamental to CALVINOGRAPHY® as is the workout itself. Challenging you and "holding you to task" is a core principle of our program, which sets itself apart in the industry. By continually changing the choreography content and style, we help our students become more efficient learners and maintain their interest in the program.

Each component of CALVINOGRAPHY® class structure has a specific methodology that is fundamental to its overall experience and success, and is proven to provide a cardio workout utilizing all styles and aspects of dance. Over decades, each component and its method has been tested, evaluated and fined tuned to achieve maximum results.

CALVINOGRAPHY® Dance Combo

Although you have taken the master class & experience the combination(s) and mastered them through practice, keep in the forefront of your mind the intended style and musicality of the designed choreography. Beyond dancing the steps, remembering the steps (on your own), the stylistic and musical interpretation of the choreography is paramount and the essence of your success.

The CALVINOGRAPHY® method is a balancing act, challenging you mentally, physically and spiritually. Mentally, holding the crucial ability to retain or remember the choreography taught; physically, increasing aerobic and anaerobic capacity, resulting in increased health benefits; spiritually, using and releasing the spirit as a form of therapy, while enhancing your "mental health".



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Our goal is to bring the mental, physical and spiritual components together to arrive at the ‘best’ component of any group exercise class, “performance”. A higher level of performance occurs when you **receive and retain the choreography**, have a high aerobic/anaerobic level allowing you to do the choreography at 100% (full out), have a clear understanding of the style and musicality of the choreography giving you the ability to “characterize” the combination and bring your spirit to the movement and to the rest of class, creating a collective “high”.

The balancing act requires that you fully utilize the time given for the class in order to achieve these goals. Note that these goals are also long term, as well as short term.

Within the CALVINOGRAPHY® Dance culture the bringing together of all the above elements to reach a successful class is called “ensemble behavior”. This is the ultimate objective for every class... bringing all elements together successfully!!!

CALVINOGRAPHY® believes that our method encompasses and maintains a strong “student – instructor” relationship. Although we require that you control your class destiny, you also have a major role to play in this relationship... we must hold our students to task... true success is not reached without this understanding and partnership.

By doing this we achieve the following:

- Creates a more focused student
- Maintains high interest and motivation
- Provides a more efficient and improved learning curve
- Expands range of diversity in movement styles
- Stimulates brain to improve cognitive and memory abilities
- Creates excitement and anticipation



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BRAVO... you've brought closure to a wonderful experience. You've given the gift of YOURSELF through the CALVINOGRAPHY® method... which is exactly part of the CALVINOGRAPHY® mission and philosophy!!!

Please note that we do not provide choreography notes... instead we will give you a chance to capture the choreography via video.

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CALVINOGRAPHY® DANCE NOTES