

Subject: IAMA Member Profile - Flamenco Agency

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From: IAMA

To: FLAMENCO AGENCY. Jaime Trancoso, Ph.D.



New Member Profile: Flamenco Agency

Please take some time to read our latest Member Profile with Jaime Trancoso, Flamenco Agency, who joined us as an Affiliate Member this year.



How long ago did you start your agency specialising in flamenco dance

and what was your motivation?

I established the agency almost 20 years ago when I realized, within the frame of IAMA, that although there were classical musicians everywhere around the world, only the good Flamenco Ballets and artists were based in Spain. Therefore, I decided to create an agency that specialized only in Flamenco. Since performing in opera houses like Royal Opera House Muscat or opera festivals like Saaremaa Opera Festival or Birgitta Festival, it has surprised me to realize that Flamenco shows often sell more tickets than even the extremely popular titles of Mozart or Puccini.

My motivation has always been to elevate Flamenco to one of the highest genres of the performing arts. In fact, Flamenco Agency's main achievement has been to enhance the value of this popular artistic discipline that constitutes the most representative identity of Andalusian and Spanish culture. In addition, we bring performances of the highest artistic quality to international stages. These productions are based upon knowledge of the flamenco shows that have been produced and premiered in Spain, both in the Flamenco Art Biennial of Sevilla and in the Jerez Flamenco Festival.

You offer much more than just the dance aspect of flamenco. Could you briefly describe other facets of your agency?

Flamenco Agency specializes in the distribution of the best flamenco ballets in Spain, and consequently, in the world. However, we do not just present large ballets, but also small groups and artists (of both traditional and avant-garde aesthetics) in all disciplines: dance, singing and *toque* (playing), as well as other styles, such as the use of various instruments (piano, percussion, saxophone, etc). Flamenco Agency promotes both traditional shows (such as Carmen or Flamenco Suite), as well as avant-garde and contemporary flamenco art, *baillores* (dancers), *cantaors* (singers), guitarists and pianists. You can see this in our [productions](#), but also in our [Youtube](#) and [Vimeo](#) channels. My doctoral thesis is about Flamenco piano.

As a multidisciplinary agency, we organize worldwide tours for the most renowned Spanish flamenco artists. Flamenco Agency offers the most expert knowledge in each of its artistic proposals for festivals, theatres, and opera houses around the world. We sometimes design a five-year plan for those venues interested in introducing flamenco to their audiences and offer advice about the Spanish grants for flights and accommodation. We also try to design tours to be as sustainable as possible, by staying in one country/place for longer, offering workshops, masterclasses, experiences, talks, etc.

You have mentioned your interest in the concert hall setting with orchestra which has proved very popular with the publics you have served. What would you like our promoting members to know in particular?

We have substantial experience performing in concert halls and opera houses, but more recently, we have discovered that we also enjoy collaborating with symphony orchestras and choirs very much, with programs like "Carmen" by Bizet, De Falla's Amor Brujo, Rodrigo's Concierto de Aranjuez or zarzuela numbers. We also have programs in collaboration with choirs, such as "Hamlet Flamenco".

Flamenco Agency has been programmed for important festivals around the world, such as the Bangkok's International Festival of Dance & Music (we are performing two days after Plácido Domingo this year), Gent Festival of Flanders, Ljubljana Festival, Ohrid Summer Festival, Smetana's Litomyšl or Jeonju Int'l Sori Festival. Similarly, we have collaborated with some of the most prestigious venues and opera houses, such as the Royal Opera House Muscat (ROHM), National Center for the Performing Arts Opera House in Beijing (NCPA), Shanghai International Dance Center Grand Theatre (SIDC), Adelaide Festival Centre (Australia), National Forum of Music (NFM, Wroclaw), Aga Khan Museum (Canada), or the Teatro Campoamor de Oviedo (Spain). We're at the peak of our artistic journey, and we feel that we are just missing the top UK venues: fingers crossed!

Having toured internationally, there must have been some horror stories and ones with great memories. Would you mind letting us know about one such touring event?

Touring the world has been very enriching and, to be honest, we've only made unforgettable memories so far! The most comforting and beautiful part of our job is having real friends in many countries throughout the world. Though, it is true that sometimes you need a little bit of luck; for example, leaving the country when a conflict begins, touring a region before a war starts, etc. I remember the two-month long China Tour we did in December 2019 and January 2020. After concluding with two incredible shows at the National Center for the Performing Arts (NCPA) in Beijing, we decided to take a shower and go straight to the airport, leaving the country at 2 in the morning. Just five hours after we left, the whole country went into lockdown and the global pandemic officially began. The rest is history! We had made it home with only hours to spare! We have always been very lucky!

Sometimes we fantasize or dream too much about performing in the top venues or festivals, but those performances often prove to be more stressful and highly demanding. That's why we value every performance and collaboration, and every tour, no matter how random the country. We love being in the moment, discovering new places, sharing authentic flamenco wherever we go! In fact, I don't think we have ever turned down a tour, which is how we have been able to perform in over 50 countries!

We can't imagine you have much spare time but if you do, what do you enjoy doing?

We are based in Seville, where Flamenco was born. For business purposes, it might make more sense to run our agency out of Madrid or Barcelona, but life is too short. We want to be where we belong, where the real Spain is, in Andalusia. If you close your eyes and think of Spain, what comes to your mind? I am sure it is sun, tapas, and Flamenco. That is not the whole of Spain; that's only in Andalusia. We could say that I enjoy that triad very much: whenever I can, I head

to the beach in Cadiz with my wife and daughters for tapas and sherry wines. I love sharing these simple pleasures not just with my family but my friends as well. I'm also lucky to enjoy Flamenco performances often, not only in grand theatres, but also in intimate members' clubs, "peñas de flamenco", and all the after-show parties and celebrations that I am fortunate to be a part of! On top of all that, I play sports with different teams every week I am not on tour—I've got to stay strong for when the tour starts! After all, the show must go on!



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