



Harlequin's Standfast flooring helps dancers at the Community Folk Art Center, located on the University of Syracuse campus, stay grounded as they practice.

From Capoeira to Ceramics, Harlequin Helps Community Pursue Its Passions

Located on the campus of the University of Syracuse, the Community Folk Art Center (CFAC) is a vibrant cultural and artistic hub committed to the promotion and development of artists of the African Diaspora. Importantly, CFAC's art does not solely hang on its walls – this multi-purpose facility plays host to those who create art with both their hands and their feet.

Recognizing its need for a resilient floor that could withstand the rigors of the multiple activities it houses, including Capoeira, an Afro-Brazilian martial art, CFAC selected Harlequin's Activity® Sprung Floor System with complementing Standfast™. A permanent sprung floor system based on a revolutionary triple "sandwich" composite construction, Activity is a fully floating flooring system that does not need to be fastened to the

floor. Activity can also easily be laid flat on most surfaces. "Activity with the complementing Standfast was the perfect choice for our facility as it provides the durability and protection our performers require," said Carol Charles, managing director of the CFAC. "The flooring affords our dancers the necessary cushion that is simply non-negotiable for most performers' joints."

Ballet, Hip-Hop, West African dance, acting and movie screenings are just a few of the activities that take center stage on CFAC's flooring. "The slip-resistant properties of Standfast provide all of our dancers from our modern dancer students to those practicing Capoeira with the utmost confidence, allowing the dancers to shine and develop in a state-of-the-art artistic environment," said Charles.

To learn more about Activity and Standfast please visit harlequinfloors.com. To find out more about the Community Folk Art Center go to <http://aas.syr.edu/CommunityFolkArtCenter/index.htm>.



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The world dances on Harlequin floors®
HARLEQUIN

HARLEQUIN News



In this issue we provide you with the latest stories concerning Harlequin's wide range of floors, and how they solve issues for dance schools, educational facilities, etc. all over the country.

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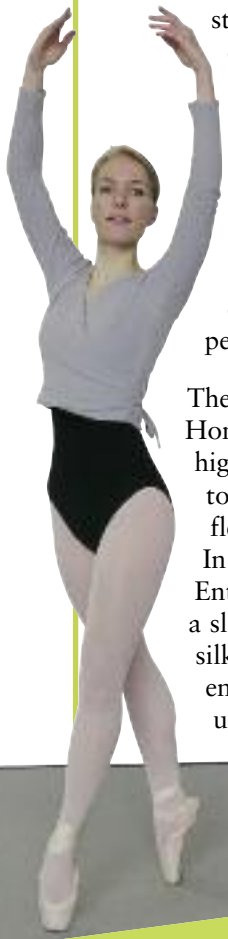
PRODUCT Spotlight

Freedom To Dance: From the Dance Hall to the Dining Room, Dare to Dance Anywhere with Harlequin's Home Studio

Dancers are now able to take their show on the road with Harlequin's new Home Studio, a fully transportable, high-performance flooring system that affords dancers of all different disciplines the proper surface – whether at home or in a hotel room – to practice on.

Harlequin's Home Studio is available in three versions: Professional, Enthusiast, and Tap & Hip-Hop. Professional Home Studio features Liberty™ sprung panels that provide a sturdy and shock-absorbing floor enabling dancers to perform with the poise of a seasoned star. Featuring closed cell elastomer blocks on the underside of the flooring's panels, this floor provides performers with the shock absorption necessary to step and transition from one panel to the next with no perceptible change in the "feel" of the floor equating to performance perfection.

The Enthusiast and Tap & Hip-Hop Home Studio versions utilize Tap Floor, a high-performance floor specifically designed to provide tap or hip-hop dancers with a flexible and fun surface to practice on. In addition, both the Professional and Enthusiast Home Studios feature Cascade™, a slip-resistant vinyl overlay that affords a silky soft feel and matte finish, while still enabling dancers to practice with the utmost confidence.



Harlequin Professional Home Studio (\$875):

Utilizing the benefits of the Harlequin Clip™ System the Professional Home Studio kit contains:

- Three 2'X4' panels
- Three 2'X2' panels
- Two tools
- 23 Clips
- Four perimeter kerbs
- One piece of gray or black Harlequin Cascade™
- Roll of color coordinated tape
- Roll bag to store Cascade

Harlequin Enthusiast Home Studio (\$279):

Featuring warm wood that complements any room in the home, the Enthusiast Home Studio kit contains:

- One 6'X6' 3" roll out wood slat floor
- Harlequin Cascade
- Roll of color coordinated tape

Harlequin Tap & Hip-Hop Home Studio (\$199):

Guaranteed to lay perfectly flat even on carpet, the Tap & Hip-Hop Home Studio kit contains:

- 6'X6' 3" roll out wood slat floor



Harlequin's Reversible Flooring Is Picture Perfect

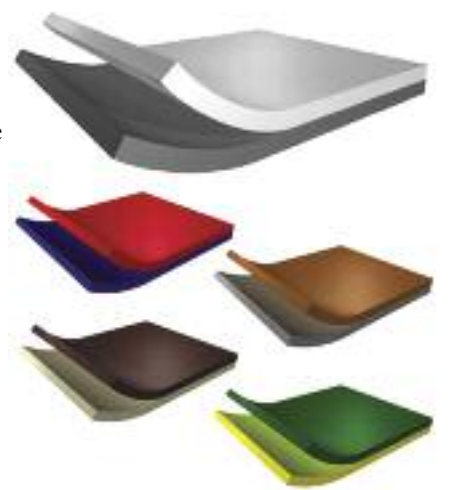
Paul DaSilva is a firm believer that photos are "worth a thousand words." Photographer and owner of DaSilva Studios, DaSilva seeks to create crystal clear, memorable messages in every picture he takes, and relies on Harlequin's Reversible™ flooring to do just that.

Harlequin's double-sided flooring helps ensure portrait perfection with its versatile offering of seven color combinations. Easy to roll out, the flooring also provides an instantly flat and slip-resistant surface for DaSilva's subjects to strike their poses.

"When I photograph my subjects, I want them to feel as confident and relaxed as possible," said DaSilva. "With its camera-ready aesthetics and high-performance durability", Harlequin's Reversible helps me expose everyone in their best light." Compared to the traditional tools of the trade, including muslin and seamless paper, Reversible also offers a more aesthetically appealing image.

"Reversible is an excellent alternative to the studios' dance floors," DaSilva added. "Often the studio floors show the wear and tear of daily use, and we don't want to capture that in the dancers' photos."

Lightweight and easy to ship, Harlequin's Reversible is one of DaSilva's favorite travel companions. Confident that the flooring will arrive every time without a scratch, he never hesitates to send the product to shoot locations across the country. Now that is something sure to make you smile and say "cheese."



Paul DaSilva
Photographer
DaSilva Studios
Toluca Lake, CA



HARLEQUIN News



Harlequin's Studio is a star performer in the Indianapolis School of Ballet's production of the "Nutcracker" where Susannah Jacaruso soars above the stage as the Sugar Plum Fairy.

American Harlequin Hits HOLLYWOOD

Famous feet found their way onto Harlequin's high performance dance floors this past summer as Harlequin took center stage in the New Line Cinema feature film "Hairspray." After premiering in theatres nationwide, "Hairspray" not only wowed audiences and critics, but also had the highest grossing opening weekend for a movie musical in film history. Featured in this star-studded, record-breaking affair was Harlequin's Cascade™ dance floor.



Photo, David James of Stills Photography

Serving as the cast's preferred flooring because of its slip-resistant properties, Cascade ensured that Hairspray's cast, including John Travolta, Michelle Pfeiffer, Queen Latifah and Christopher Walken, would feel relaxed and at ease no matter what routine they performed.

Designed to provide performers with utmost confidence, Cascade is as high style as it is high performance. Cascade provides a silky soft feel and matte finish that complements any scenery while maintaining its slip-resistant qualities that are imperative to entertainment flooring. It also provides ease-of-installation, as it can be unrolled instantly and laid flat with straight seams.

This is not Harlequin's first Hollywood premiere: its floors have maintained a presence in the music and entertainment industry, and have been stepped on by numerous celebrities, including Madonna, Jay Leno, Bon Jovi and the ladies of the network talk show, "The View."



Getting To Know... Michele Gibison

After enjoying four months of maternity leave, Michele, an account executive, has rejoined her Harlequin family. While Harlequin provided her with plenty of time to spend with her daughter Elena, Michele is ready to reacquaint herself with her customers and share her breadth of dance flooring knowledge. Michele prides herself on her ability to quickly identify her customers' needs - whether it's a dancer or a facility manager - and provide them with the facts necessary to find the perfect flooring fit for their facility.



Fun Facts About Michele

Favorite American Harlequin Product:

Not only does Harlequin's Standfast™ withstand the rigors of all types of dance, it also affords dancers the confidence needed when the curtain rises because of its slip-resistant properties.

Hobbies: Traveling across the continents to experience the captivating cultures of Brazil, Switzerland, Germany and France.

Grew Up In: Pennsylvania

Currently Resides In: Cherry Hill, N.J., where she takes care of her beautiful, year-old daughter Elena and her husband.



Harlequin's Studio "Pointes" Indianapolis School of Ballet Dancers Toward Success

The Indianapolis School of Ballet (ISB) is a nonprofit organization located in Indianapolis, Ind., led by Victoria Lyras, artistic director and founder. Dedicated to offering training of the highest artistic standards in classical ballet and other dance forms to students of all ages and levels, ISB promotes dance through performances and educational outreach programs, enhancing and enriching the cultural life of Indianapolis and its extended communities.

To ensure that ISB's productions, such as "The Nutcracker," are of the highest caliber, Lyras, who is a graduate of the School of American Ballet, relies on Harlequin's Studio™ to guarantee all her dancers perform like prima ballerinas. Understanding the rigors of pointe work, Lyras rests assured knowing that her dancers - whether practicing or performing - have the joint support needed, as all three of ISB's studios feature Studio flooring.

"As a dance teacher, I recognize that pointe work is the most difficult dance form to accommodate," said Lyras. "Harlequin's slip-resistant flooring (Studio) is perfect for pointe because it allows my dancers to feel secure and to have their primary focus during performances be on the choreography - not the floor."

Studio's slip resistance - which eliminates the need for rosin - is not the only benefit it brings to dancers. The lightweight flooring is easy for touring dance companies to transport. Its cushion backing also helps dancers avoid injury, and provides the joint support considered non-negotiable.

To learn more about the Indianapolis School of Ballet, visit <http://www.indyballet.org/HOME.html>.

American Harlequin "Kix" It Up A Notch

From precision dance and kick team to Tae Kwan Do and classical ballet, Just for Kix, an organization that offers dance classes across the Midwest, embraces all forms of movement. To help keep its members and staff safe - whether they're perfecting pirouettes or honing their Pilates "one hundred," - Just For Kix turned to Harlequin for its reliable, high-performance flooring needs.

Just for Kix started in April 1981 as a "part-time" venture out of the home of founders Cindy and Steve Clough and has since expanded to seven states, offering programs in over 165 communities. Just For Kix has two permanent studios in Minnesota, and its main studio or "hub" is located in Brainerd, Minn, and provides accommodations for more than 650 local kids each year to practice their selected passion on Harlequin flooring.

With multiple disciplines utilizing its studios for various needs, Just For Kix's two main studios selected Harlequin's Activity® because of its revolutionary triple "sandwich" composite construction that reduces injury risk and enhances performance. This construction allows Just For Kix members, whether classical ballerinas or martial arts enthusiasts, to feel confident and at ease when performing.

"Both our instructors and members alike prefer using our studio that features Harlequin's Activity flooring, compared to our other studio that utilizes wood flooring, because of its slip resistance and shock-absorbing qualities," said Cindy Clough, founder and executive director of Just For Kix.

A dancer herself, Cindy agrees. "Many years ago, I broke 14 bones in both of my feet and ankles in a head-on collision. As a dancer, these injuries continue to present challenges, but Harlequin's Activity floor helps greatly minimize the stressful impact on my bones and joints."

Harlequin's Activity also completely eliminates the need for metal springs and rubber pads, and because it is a fully floating system and isn't fixed to the floor, it can be laid on almost any surface without preparation.

To learn more about Activity or other Harlequin flooring, visit www.HarlequinFloors.com. For more information about Just For Kix, visit www.JustForKix.com.

