

Dancing for life – Alexandra Martens

You can always browse BMW Motorrad's Rider Equipment range at your local dealership, but if you're lucky enough you can see it brought to life in one of the exclusive fashion shows that are choreographed by Alexandra Martens. The professional dancer and her troupe of athletes were in action at the Intermot show in Cologne, where we caught up with her for a quick interview...

What projects have you been working on this year?

I've been fortunate to get assignments to choreograph a lot of exciting and diverse productions and brands this year, such as TNT Turner Broadcasting, Swiss luxury lingerie brand Hanro, the Bogner fashion and lifestyle brand, a theatre production for a famous German comedian and – let's not forget – BMW Motorrad Days in Garmisch-Partenkirchen.

Did you enjoy the experience of working with BMW Motorrad again?

Yes, I love it because it's always a challenge and because of the possibility to implement exciting performances full of power!

How difficult is it to choreograph a dance show involving motorcycles and scooters?

Well, I always say that if you love what you do and are 100% devoted to your work, then nothing is too difficult! I love my job!

On what criteria do you choose the dancers for events?

I always am looking and asking for highly versatile performers. I also like to mix urban dance moves with acrobatic elements, such as tricking (a mix of acrobatic moves and breakdance) or even with the high flexibility shown in yogadance moves.

How easy is it for them to perform their moves wearing (in some cases) tough and heavy rider equipment?

I always adapt the show and the choreography as much as possible to ensure that they can put on a great show.

It was good to see you personally also dancing in the BMW Motorrad Days fashion show. Do you always take part in the shows you organise?

If the production requirements allow me to, then yes! Dancing is a lifestyle you live – and I've gotta dance!

How does an indoor show at an event like the Intermot differ from an outside show, like the one you performed at BMW Motorrad Days?

Well, there is less space, so adapting and creating a show for different situations each time (staging) is always a big part of the work of a choreographer, as is creating a choreography storyboard.

What do you think of the latest Ride and Style range of rider equipment, from a design perspective?

The design of the clothing is always both functional and very cool at the same time, so I love it!

Do you ride, or would you like to?

Unfortunately I don't. All of their lives, dancers need to take good care of their instrument: the body! So any risk of even minor injuries always needs to be avoided throughout our careers. Maybe if I ever retire, then I d love to learn how to ride.

What is your favourite bike in the current line-up?

I think the all-electric BMW C evolution is a great idea and meets today's sustainability demands!



Suggested text for Facebook:

Dancing for life – Alexandra Martens

You can always browse BMW Motorrad's Rider Equipment range at your local dealership, but if you're lucky enough you can see it brought to life in one of the exclusive fashion shows that are choreographed by Alexandra Martens. The professional dancer and her troupe of athletes were in action at the Internot show in Cologne, where we caught up with her for a quick interview...

Links:

Click on the thumbnails below to download images.

