

ROYAL ACADEMY OF DANCE

For immediate release

PRESS RELEASE

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Royal Academy of Dance announces Royal Ballet Principal Alexander Campbell as its new Artistic Director *Alexander Campbell leaves The Royal Ballet to take up the Artistic Directorship of the RAD*



Image of Alexander Campbell in the RAD's Aud Jepsen Studio Theatre. Image credit: Cesare De Giglio.

Today the Royal Academy of Dance (RAD) announces Alexander Campbell as its new Artistic Director. Alexander will begin his tenure in April 2024.

Succeeding the RAD's previous Artistic Director Gerard Charles who retired last year, Alexander comes to the RAD after over a decade at The Royal Ballet.

Alexander has performed across the breadth of The Royal Ballet's classical and contemporary repertory. Principal roles have included Albrecht (*Giselle*), Basilio (*Don Quixote*), Franz (*Coppélia*), Prince Florimund (*The Sleeping Beauty*), the Prince (*The Nutcracker*), Colas (*La Fille mal gardée*), Young Man (*The Two Pigeons*), Oberon (*The Dream*), Romeo (*Romeo and Juliet*), Des Grieux and Lescaut (*Manon*), Florizel

ROYAL ACADEMY OF DANCE

(*The Winter's Tale*) and roles in *Dances at a Gathering*, *Jewels*, *Within the Golden Hour*, *Woolf Works* and *Carbon Life* among others.

Born in Sydney, Alexander trained locally at Academy Ballet. He has longstanding connections with the RAD, completing all RAD examinations up to Advanced 2 and winning a silver medal at the 2003 Genée International Ballet Competition (now The Fonteyn) which was held in Birmingham. Through this experience Alexander was introduced to Birmingham Royal Ballet, the company he joined upon graduating from The Royal Ballet School in 2005. In 2011 he joined the Royal Ballet as a Soloist; promoted to First Soloist in 2012 and Principal in 2016.

As well as having an exceedingly successful career as a professional ballet dancer, Alexander runs a production company called Alexander Campbell Productions which has spearheaded projects for theatre and dance including *Sleepwalker*, featuring the differently-abled dancer Joseph Powell-Main, and *The Limit* in association with The Royal Ballet for which he provided the original dance concept and performed in at the Linbury Theatre with fellow Royal Ballet Principal Francesca Hayward.

Alexander's last performances with The Royal Ballet will be as Des Grieux in Kenneth MacMillan's *Manon* on Saturday 2nd and Friday 8th March 2024.

Speaking of the news, **Alexander Campbell** says: *"I'm thrilled to be joining the Royal Academy of Dance and feel privileged to have been offered the role of Artistic Director. The RAD was formative in my training and I believe has the power to shape how people interact with ballet and dance. I am motivated and excited to play a part in how we develop and offer these exceptional and positive interactions, not only for our current and future members and students but also for society in general. I have been fortunate to enjoy a wonderful career performing with The Royal Ballet and Birmingham Royal Ballet with experiences and friendships I will cherish for a lifetime. My thanks to Kevin O'Hare for supporting me in this next step in my career and I can't wait to get started."*

Tim Arthur, Chief Executive of the RAD, says: *"I am delighted that Alexander is joining the RAD at such an exciting time for our organisation. We have big plans for the future that we can't wait to share with the world, and Alexander will play a key role in helping to define and be part of that journey. He has a wealth of experience, passion and knowledge, and is admired by so many of our RAD students and members. I can't wait to start working with him to build on our Artistic team's brilliant and diverse body of work."*

Dame Darcey Bussell, President of the RAD, says: *"As a friend of Alexander, I'm thrilled by this news. He has such great passion for dance, and I look forward to seeing all the exciting developments his time at the RAD will bring."*

Kevin O'Hare, Director of The Royal Ballet, says: *"Alexander has been a key member of both our Royal companies for almost two decades. His passion for dance has always been obvious from across his many stage performances in a vibrant and*

ROYAL ACADEMY OF DANCE

diverse range of roles, to his great aptitude in more recent years as a presenter for World Ballet Day and his concept production for The Limit. I know he will continue as a wonderful advocate for dance in this exciting new role and I look forward to our continued working relationship providing more people with positive experiences of our powerful artform.”

-ENDS-

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Notes to Editors

About the Royal Academy of Dance

Royal Academy of Dance (RAD) is one of the most influential dance education and training organisations in the world with a strong global membership in 85 countries. Established in 1920 to improve standards and re-invigorate dance training, the Academy helps and encourages its teachers to perfect their teaching skills and pass on this knowledge to their students. There are currently over 1,000 students in full-time or part-time teacher training programmes with the Academy and each year the examination syllabus is taught to thousands of young people worldwide, with around a quarter of a million pupils per year going on to take RAD exams.

About The Royal Ballet

Under the directorship of Kevin O'Hare, The Royal Ballet unites tradition and innovation in world-class performances and is a driving force in the development of ballet as an art form. Based at the Royal Opera House, Covent Garden, it brings together today's most dynamic and versatile dancers with a world-class orchestra and leading choreographers, composers, conductors, directors and creative teams to share awe-inspiring theatrical experiences with diverse audiences worldwide. The Company's extensive repertory embraces 19th-century classics, the singular legacy of works by Founder Choreographer Frederick Ashton and Principal Choreographer Kenneth MacMillan, a compelling new canon of work by choreographers today including Resident Choreographer Wayne McGregor and Artistic Associate Christopher Wheeldon, and the bold and complementary programming in the Linbury Theatre. Guest choreographers Kyle Abraham, Sidi Larbi Cherkaoui, Cathy Marston, Arthur Pita, Crystal Pite, Hofesh Shechter, Pam Tanowitz and Twyla Tharp have also created work for the Company.