

# CRAIN'S

## NEW YORK BUSINESS



**Adding up the numbers**  
—City-based business leaders in 2010  
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### GOTHAM GIGS

## Ice princess

**PRINCESS AND DIRECTOR** of the Ice Theatre of New York, **MOIRA NORTH, 54**, believes in the magic of ice dancing. Unlike competitive figure skating, which is rigorous and rule-based, ice dancing is like poetry. "It's truly hypnotic," she says.

**DANCING QUEEN** With extensive dance and figure-skating training, the Vancouver native put her school on hold to travel the world with major ice shows. After four years, Ms. North found herself in Paris, teaching and performing. In 1990, she moved to New York.

**DREAM COME TRUE** While attending the University of British Columbia, Ms. North had written about creating a performing arts venue for ice shows. After relocating to New York City, she set up the first not-for-profit ice dance company in 1994.

**LEAPING FORWARD** Ms. North's company, which performs at such venues as Rockefeller Center and Chelsea Piers, is now preparing for a tour of France. She plans to expand the company's outreach program to public schools and hopes to work with a video artist to enhance the viewing experience. The company's 25th anniversary is in 2010.

—MARA BLUME