

Sherry Dobbin



Cultural Director
Futurecity

Time at Futurecity: 1 year
Professional memberships: Fellow, Royal Society of Arts
Qualifications: MA (Dist) History of Art
BFA (Hons) Theatre Studies

Sherry is an experienced cultural strategist and producer with significant experience within the public realm and non-traditional spaces. As Cultural Director, she sets the vision and communication of Futurecity with Founder Mark Davy. She provides oversight across all strategy and commissioning, heads the Future\ Pace collaboration and focuses on key projects across public, culture and private sector as well arts and technology in the public realm.

Her thirty years of delivery across the US and UK and past thirteen years establishing strategic business plans across arts institutions, as well as developing leading programmes and organisations, gives her significant context for establishing policy, strategy and implementation plans. Her expertise across new cultural development models, public-private partnership collaborations, and the role of moving image on private assets in public space makes her a regular speaker, advisor and panelist for international conferences, review committees and for governments.

From 2012-2016, she was the Creative Director for the Times Square Alliance & Founding Director of Times Square Arts, New York City, where she developed a dedicated arts programme within one of the world's largest and most successful Business Improvement Districts. She curated for Times Square's electronic billboards, public plazas, vacant areas, theaters and cinemas, as well as online platforms. Her internationally-recognised digital moving image series, Midnight Moment, synchronizes artist video is shown nightly across five blocks of privately-owned electronic billboards. Prior to that, she was Director of Robert Wilson's experimental center for performance, The Watermill Center, and Project Director of arts-led regeneration initiatives throughout London and East of England. Her original practice began in performing arts administration and work as a theatre director before moving into visual arts, cross-disciplinary practice and art in the public realm. Other companies include Los Angeles Opera, Huntingdon Theatre Company, Boston Ballet, WGBH-TV Boston, Wysing Arts and partnership initiatives with Arts Council England East.

She holds a BFA in Theater Studies from Boston University, an MA in Art History in cross-disciplinary practice from University of London, and was invited to be a Fellow of the Royal Society of Arts, London for her work in arts-led regeneration across East Region and London.

Value added:

- Substantial experience of commissioning cultural projects within the public realm across visual, digital media and performing arts
- Status as thought-leader in urban culture and regeneration
- Past Associate Professor for 'The Arts and the Artist in Urban Revitalisation' at NYU's Robert F Wagner Graduate School of Public Service
- Experience in leading cultural programmes and concepts designed to provide real identity for emergent creative and cultural districts
- Unrivalled experience in ambitious public art and creative industry programmes
- Wealth of experience working as an arts consultant both nationally, across the USA and internationally across a diverse set of private-sector and public-sector stakeholders
- Past Executive Director within cultural institutions
- Experience as Creative Director for crafting complex brand, marketing and communications narratives

Key relevant projects:

- Established and Curated Times Square Arts' Midnight Moment, Times Square, NYC (artists include/not limited to: Isaac Julien, Yoko Ono, Tracey Emin, Marco Brambilla, OS GEMEOS, Ryoji Ikeda, Laurie Anderson, Alfredo Jaar, Fischli & Weiss, as well as with estates of Andy Warhol, Jack Goldstein)
- Provided Public Art guidance and Culture/Business Improvement District for the Greater London Authority (GLA)
- Produced over 150 arts commissions between 2012-2016 for Times Square Arts
 - JR, Inside Out New York City, Times Square
 - Curated and co-produced the first live opera performed in Times Square 'Arnold Schönberg's Erwartung - A Performance by Robin Rhode' as part of Performa15 and Laurie Anderson's 'Concert for Dogs' shown with her shorter version of 'Heart of a Dog'
 - Created partnership with J. MAYER H. und Partner, Architekten, and UAP to produce 'XXX TIMES SQUARE WITH LOVE,' new, bespoke street furniture
- Developed a masterplan strategy for Stevenage Town Centre Gardens that achieved the first Heritage Lottery Fund grant for a New Town
- Curated and produced over 84 artist residencies and 90 projects with Robert Wilson as Director of The Watermill Center between 2008-2012 (New York)