



Sherry Dobbin

Managing & Cultural Director
Futurecity

Time at Futurecity: 2 years
Professional Experience: 31 years
Professional Memberships: Fellow, Royal Society of Arts
Qualifications: BFA (Hons) Theatre Studies
MA (Dist) History of Art

Sherry is a cultural strategist and producer with significant experience within the public realm. As Managing & Cultural Director, Sherry sets the delivery structure and ensures the cultural alignment of the portfolio. Sherry engages directly on projects that across cultural infrastructure, programmatic development, public-private partnerships, establishing models for arts delivery and advises about arts and technology media in the public realm.

Her over thirty years of delivery across the US and UK includes establishing strategic business plans for arts institutions and leadership of cultural programmes and organisations, giving her significant context for establishing policy, strategy and delivery frameworks. Her expertise across new cultural development models, public-private partnership collaborations, and the role of moving image in public spaces makes her a regular speaker and advisor for international conferences, review committees and governments.

Before Futurecity, 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. The programme has become an exemplar case study for pedestrianisation, festivals, and informing culture-led revitalization for the business community. In addition to developing the strategy and business plan, she curated for Times Square's electronic billboards, public plazas, theaters and cinemas, as well as online platforms. Her internationally-recognized digital moving image series, Midnight Moment, synchronizing artist video is shown nightly across five blocks of privately-owned electronic billboards and is the largest and longest running digital art exhibition globally.

Prior to that, she was Director of Robert Wilson's experimental performance center, The Watermill Center, and Project Director of arts-led regeneration initiatives throughout London and England. Her career began in performing arts administration and work as a theatre director before moving to more cross-disciplinary practice and art in the public realm. Other companies include Los Angeles Opera, Huntingdon Theatre Company, Boston Ballet, 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 is a Fellow of the Royal Society of Arts London for her work in arts-led regeneration.

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:

- Cultural Strategist, The Green Spine, Southbank by Beulah, UNStudio & Cox Architecture, Melbourne, Australia
- Cultural Strategist, Barangaroo Delivery Authority, Commissioning Vision & Governance, Sydney, Australia
- Lead Strategist and Producing Consultant, Wembley Park Cultural and Public Arts Strategy, London, UK
- Community Outreach Lead, Adam Pendleton & Sir David Adjaye competition submission, King Boston Memorial, USA
- Culture Strategy & Delivery Framework, Team London Bridge, London, UK
- Development of REVEAL Festival for Victoria & Albert Museum, London, UK
- Established and curated Times Square Arts' Midnight Moment, Times Square, NYC, USA (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 guidance for Culture Partnership with Business Improvement Districts; Public Art; Cultural Infrastructure for the Greater London Authority
 - Produced over 150 arts commissions between 2012-2016 for Times Square Arts
 - 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'
 - 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 Centre between 2008-2012, New York