

SAM WATSON-WOOD

PROFILE

Since 2004, I have worked across curation, programming, producing, strategy, development and communication in the arts and cultural sector with projects spanning Australia, Asia, UK and Europe. My expertise & specialities lie in artistic direction, partnership strategy, marketing and audience development as well as the ideation and delivery of public programs and festival, civic, and commercial commissions.

KEY TRANSFERABLE SKILLS

- Development, curation and delivery of diverse multi-disciplinary cultural programming
- Artistic Direction and development
- Organisational Strategy
- Sponsorship and philanthropic development and delivery
- Stakeholder management
- Audience development
- PR and Marketing Strategy
- Event and project management and direction

EXPERIENCE

FRIEND WITH STRANGERS – 2022 - PRESENT

Friends with Strangers is an artist-focused cultural organisation that seeks wonder, connection, and revolution. We produce, consult, curate and create

SERVICES

- Artistic Director
- Event curator
- Producer
- Communications consultant
- Partnership strategy and development
- Artistic consultant, mentor and manager for artistic practitioners
- Budget consultant and advisory

EXECUTIVE PRODUCER - PERFORMANCE SPACE – 2020 - 2022

Performance Space is the crucible for risk-taking artists. Emerging over 30 years ago in response to artists' articulated desire to explore and investigate new forms of art, Performance Space has consistently identified, nurtured and presented new directions in contemporary practice championing risk, experimentation, and new modes of creative expression.

DIRECTOR OF PROGRAMS & PARTNERSHIPS - SYDNEY CONTEMPORARY – 2013 - 2020

Sydney Contemporary is an international art fair's with Australia's largest and most diverse gathering of local and international galleries. Alongside leading galleries are curated sectors, Sydney Contemporary boasts five days of public programs, which included workshops, keynote speakers, panel discussions, curated exhibitions, installation and performance programs, artist studio visits, curated events with an extensive VIP Program.

FESTIVAL DIRECTOR - ART MONTH— 2016 -2017

Art Month Sydney is an annual festival that encourages engagement with contemporary art and artists through a culture of gallery visitation, fostering pathways for the next generation of collectors and facilitating access to artists and their stories. Artists are at the heart of Art Month. Art Month works with over a hundred galleries, 300 events and exhibitions and a visitation of over 90 000.

MARKETING AND AUDIENCE ENGAGEMENT MANAGER - CLERKENWELL DESIGN WEEK

— 2010 -2013

Clerkenwell Design Week is an award-winning international design festival that celebrates all disciplines of design in London's creative hub. The festival houses 4 major exhibition spaces and over 60 design showrooms in the area. The festival boasts an array of installations, workshops, seminars, performances and street activations.

ADVOCACY AND GOVERNANCE

- 2020 - Current -Deputy Chair of PACT Centre for Emerging Arts
- 2020 - Current - Inclusion and Diversity Sub- Committee PACT Centre for Emerging Arts
- 2022 - Groundswell Environmental advocacy Fellowship recipient
- 2021 - 2022 - Inclusion and Diversity Committee for Carriageworks
- 2016 -2017 MCA Young Ambassador Committee
- 2021 - Creative Director and Producer on environmental advocacy campaign Occupy the Fence - [see here](#)
- 2021 - Curator and Project lead on Bourke Street Public - Change the Names - [see here](#)
- 2020 - HOME – Bushfire Relief Fundraiser – Raising \$250, 000 for Climate Council, Seed Mob and WWF
- 2020 - Mentor on UNSWAD alumni / student Mentor program

EDUCATION

- Current - Masters of Business Empathy - Academy of Small Giants
- 2006 -2007 - Post Graduate Diploma, Art Administration - College of Fine Art, UNSW, Sydney
- 2005 -2006 - Masters of Design and Photo-Media - University of Technology Sydney
- 2002 -2004 - BA in Communications (Media Arts Production) - University of Technology, Sydney
- 2001 - Certificate IV Film and Video Production - UBS, University of Sydney

ONGOING EDUCATION

- 2022 - Inclusive Leadership in a Diverse World - Diversity Australia
- 2022 - Developing Curatorial Concepts: Research & Creative Ideation - Node Center Curatorial Studies
- 2021 - Disability Awareness Training - Diversity Australia
- 2020 - Indigenous Studies - Macquarie University
- 2019 - Art, Activism & Environment: Practical Approaches to Contemporary Ecologies - Node Center Curatorial Studies