



Art Means Business: How Culture Can Change the World

Friday 15 November 2013

The Gala Theatre, Durham

8am – 9am

Registration & Coffee

9am

Introduction

Stella Hall, George Garlick, Christine Dalby, Helen Marriage

9.30am

Session 1 ~ People

Ben Cameron, Nathan Coley, Judy Fulton, Tim Marlow

10.45am

Session 2 ~ Places

James Berresford, Martyn Evans, Rick Lowe, Simon Preston

11.45am

Coffee break

12.10pm

Session 3 ~ Public & Private Investment

Matt Jones, Deidre Schmidt, Edward Walker

1.10pm

Lunch

2.10pm

Session 4 ~ Planet

Heather Ackroyd, Susannah Saylor, Peter Sharpe, Ilac Diaz

3.15pm

Session 5 ~ Policy

George Garlick, Sarah Maxfield, John Mowbray

4.30pm – 11pm

Lumiere (tickets included with your conference ticket)

Speakers

Heather Ackroyd

Artist & Environmental Campaigner, Ackroyd & Harvey

Heather has worked extensively in both the visual and performing arts. Since 1990, she has collaborated with artist Dan Harvey making work that intersects disciplines of sculpture, photography, film, architecture, biology and ecology, often reflecting both architectural and environmental concerns. Their work has been exhibited worldwide in galleries, museums and both public and found spaces. Recent work includes History Trees- ten legacy artworks marking the entrances to the 2012 Olympic Park and a series of temporary and permanent commissions for the University of Cambridge's Arup building.



James Berresford

Chief Executive, Visit England

James was educated at the City of London University. His early career started in arts administration and theatre marketing before moving to countryside recreation. He then went on to Nottinghamshire County Council as Tourism Officer and subsequently became Assistant Director of Leisure responsible for the management of various tourist attractions including Sherwood Forest.

He was appointed to the Heart of England Tourist Board as Regional Director in the East Midlands before joining the Northwest Development Agency as Regional Business Manager for Tourism. He was subsequently appointed a Director of the Agency with oversight for Tourism and Culture.

On 2 July 2009 James took up the post of Chief Executive of VisitEngland.

VisitEngland is the recently established official tourism body for England. Its role is to work in partnership with Government and industry to grow the value of the visitor economy at all levels.



Ben Cameron

Doris Duke Charitable Foundation

Ben supervises a \$13mn grants programme focussing on theatre, contemporary dance and jazz. His previous roles have included Senior Programme Officer at the Dayton-Hudson Foundation, Manager of Community Relations for Target Stores and Director of the Theatre Program at the National Endowment for the Arts. Ben sits on the Tony Awards committee.



Nathan Coley

Artist

Over the past 15 years Nathan Coley has worked in a diverse range of media including public and gallery sited sculpture, photography, drawing and video. His practice focuses on how political and religious ideologies come to shape and determine our built environment. Notions of faith and religion, state and power, sanctuary and refuge, immunity and frontier, spiritual and the rational are recurrently explored within his work. He investigates how we come to understand these ideologies according to different locations, contexts and personal perspectives. Nathan Coley studied at Glasgow School of Art between 1985 and 1989 and in 2007 he was shortlisted for the Turner Prize.



Christine Dalby

EU Representative in the UK

Christine Dalby is the Deputy Head of Representation and Head of Political Sector at the European Commission's Office in London. In her career with the European Commission, she has worked in different policy areas, including the Jobs and Growth Strategy; the Commission's Impact Assessment policy and the EU Sustainable Development strategy. At the Cabinet, she was in charge of international environmental legislation and multilateral treaties, Climate Change policy and European waste legislation. In the field of agriculture, she worked on economic development of the poorer regions in Europe and in DG Development, and was inter alia in charge of multilateral cooperation. Prior to her career with the EC, Christine Dalby worked at the UNDP in New York and in the Pacific. She is a graduate of the Fletcher School of Law and Development and Aarhus University (M.A.L.D and MSc in Political Science).

Martyn Evans

Creative Director, Cathedral Group

Over the last 13 years the London-based Cathedral Group has built a reputation in the property industry as one of the most exciting, innovative and forward thinking developers working in the UK. Martyn is the Group's Marketing and Creative Director responsible for the business's creative direction across a portfolio of development projects including Caxton Works, Circus Street, Brighton; the Deptford Project and the Old Vinyl Factory.



Judy Fulton

Harvard iLab

Judy Sue Fulton is an architect and co-founder of MUSEY, a technology start-up she began with a classmate in her thesis year at the Harvard Graduate School of Design (GSD). This geo-location enabled, mobile application allows users to discover and support ephemeral art events around them. MUSEY is "fuel for art," empowering and supporting artists to create projects outside of museum walls. The team at MUSEY, won the Harvard Dean's Challenge for Cultural Entrepreneurship in 2013. Judy also maintains Studio On-On, a design studio and consultancy for architectural and technology projects with her co-founder, Hokan Wong. Previously, she has worked as a strategic management consultant for the non-profit sector, architectural designer, and created the branding and design strategies of several start-ups at Harvard. Judy also holds degrees in the History of Art, (B.A. Yale University) and Interior Architecture (M.I.A, Rhode Island School of Design).



George Garlick

CEO, Durham County Council

George Garlick was educated at Dartington Hall School and Hull University, obtaining a BA in Philosophy in 1978. After qualifying as a teacher, he taught in the Saudi Arabian Monetary Agency's college in Riyadh for two years before returning to England to become legally qualified.

After working as a solicitor with various councils in England he became Assistant Chief Executive with Cumbria County Council in 1993 and two years later



became Chief Executive of Stockton-on-Tees Borough Council, managing the Council's transition to Unitary Status in the 1995 Local Government Re-organisation.

Following local government review, in 2008 he was appointed Chief Executive of Durham County Council, tasked with leading the reorganisation of eight local authorities in County Durham into one, new unitary council for the area. He oversaw the transfer of 20,000 staff and the creation of the sixth largest unitary council in the country, which is also the largest local authority in the North East. Since his appointment, Durham has been recognised as one of the leading local authorities in the country. Overall customer satisfaction increased by 37 percent (five percent higher than the national benchmark) and in 2012 the council was came runner up in the Local Government Chronicle Council of the Year Awards, being highly commended less than three years after reorganisation.

George is active at regional and national level and has chaired the Association of North East Councils officer group and the North East Improvement Partnership, as well as being active in a number of national fields. Most recently he chaired the national Place Based Productivity data and transparency group for the Local Government Association and the officer group which supported the creation of the North Eastern Local Enterprise Partnership, replacing the former regional development agency.

He led Durham's efforts to become the UK's first City of Culture and has been a key player in persuading the British Library to return the Lindisfarne Gospels to the region in 2013 and in establishing the bi-annual Lumiere international light festival, which has become the fastest growing cultural festival in the country and generates £4.5 million for the local economy. He was also a member of the partnership team which persuaded Hitachi to establish its state-of-the-art train manufacturing plant in County Durham as part of the £4.5 billion Intercity Express Programme.

In 2007 George was awarded with an OBE for services to local government.

Stella Hall Chair

Stella Hall FRSA is a freelance Festival producer, based in the North East. She has a passion for bringing people and place together through shared creative experiences and is currently Creative Producer at Media City, Salford and with Wayne and Gerardine Hemingway curating the UK's first Festival of Thrift in Darlington, County Durham. She has recently been appointed as a "Canny Creative" by the British Council to support programme and team development in Wider Europe.

She co-founded the Green Room, Manchester's first arts centre, and has since worked in a number of high profile roles including Festival Director, Belfast Festival at Queens and Creative Director, culture 10, the innovative programme of Festivals and events across NE England which ran until 2010.

Most recently she became the first ever Festival Director of Preston Guild 2012, an event occurring in the city every twenty years since 1179 and for which she was made Honorary Fellow of University of Central Lancashire.

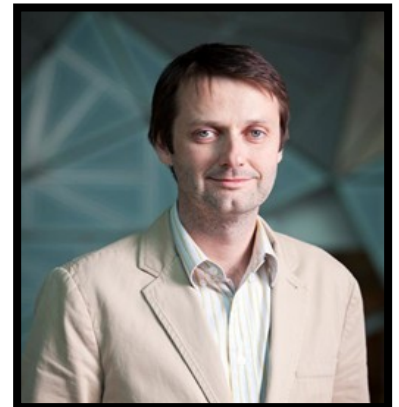
She is a Board member of Wildworks Theatre, Cornwall, ISIS, Newcastle and ArtsAdmin, London and a member of the Research Excellence Framework panel for Drama, Dance, Music and Performing Arts.



Matt Jones

Programme Manager, Federation Square

Matt manages Federation Square's year-round public program of over 2,000 events and activities in Melbourne, Australia. Spanning multicultural community festivals, original art commissions, commercial activations, live performances, 24/7 screen-based content and a variety of seasonal initiatives, the program is an ever-evolving, dynamic mix of influences originating from throughout the entire community. Matt has worked at Fed Square since 2008 and before that spent 10 years working in the UK for a variety of arts organizations, including Brighton Festival, England's largest multi-arts festival, where he was Associate Producer of the Theatre program for four years. In this time Brighton Festival developed an international reputation as an incubator of cutting-edge, site-specific performance and visual arts projects delivered in unconventional contexts, as a strategy to broaden the appeal, impact and opportunities for public engagement in the arts. Prior to that, Matt was instrumental in establishing The Basement, South East England's leading facilitator and venue for the presentation of inter-disciplinary and live art.



Rick Lowe

Artist, Developer & Loeb Fellow

In 1993, moved by the imminent demolition of several blocks of shotgun-style houses in Houston's Northern Third Ward—one of the city's oldest African American communities—artist Rick Lowe came up with a plan to preserve the neighbourhood's historic homes and provide essential services for its residents. The resulting initiative, Project Row Houses, continues to be one of the most important neighbourhood-based, community-engaged art projects in the world.

He is guided by a mission to be the catalyst for the transformation of community through the celebration of art and African American history and culture. This mission has remained at the heart of his efforts, with attention always being paid to recognizing and responding to the changing needs of our community. As PRH has grown physically (the site now covers nearly six blocks and 50 properties), they are committed to the vision of PRH as the realization of the social role that art can play in neighborhood revitalization, historic preservation, community service and activism, and inter-generational education, especially for our youth.



Tim Marlow

Writer, Broadcaster and Art Historian

Tim Marlow is a British writer, broadcaster and art historian, best known for his regular feature on Channel 5, Marlow On Style, in which he looks at current art exhibitions. Marlow has presented various art programmes on UK television, and has written about art and culture for numerous publications, including The Times, The Guardian and The Independent on Sunday. From 1991 to 1998, he presented BBC Radio 4's arts programme Kaleidoscope, for which he won a Sony Award. Marlow is currently the Director of Exhibitions at White Cube in London.



Helen Marriage

Director and Founder, Artichoke

Helen Marriage is the Director of Artichoke, which she founded with Nicky Webb in 2005. Her previous work includes a seven-year period as Director of the Salisbury Festival which she transformed from a local affair to what The Times described as a 'miracle of modern British culture'.

Helen went to Salisbury after creating the first Arts & Events programme for the developers of Canary Wharf in London. Prior to that she was an Associate Director of the London International Festival of Theatre. She began her working life at Artsadmin where she managed a variety of independent artists in the early 1980s.



She was awarded a Loeb Fellowship at Harvard Graduate School of Design in 2013, a prestigious fellowship awarded to individuals working in the area of urban design and planning. Her appointment was an acknowledgement of the impact Artichoke has made on the way mass public art events are negotiated and staged.

Sarah Maxfield

Director, Arts Council England - North

Sarah Maxfield has a distinguished career in public service in the arts. She is currently Area Executive Director – North for Arts Council England, having previously held the post of Regional Director for the North West. Earlier, as Chief Executive of Oxford Inspires, she headed a four-year cultural development programme taking place throughout the city and wider region. She came to Oxford Inspires from a post as Head of Cultural Development for Kent County Council.



John Mowbray

Co-Chair, Cultural Partnership for North East England

John Mowbray served the water industry for nearly 30 years, beginning his career in 1983 as a general services officer at the Sunderland and South Shields Water Company and retiring from his role as Director with Northumbrian Water in summer 2012.

John is the immediate past President of the North East Chamber of Commerce - one of an extensive portfolio of additional business and community roles with which he is involved. He is also widely recognized for his contribution to the international charity WaterAid as Chair of the Northumbria WaterAid committee that has raised more than £5 million over the last 15 years saving 350,000 lives.



Simon Preston
EAT Newcastle

Hailing from Yorkshire and now living in Edinburgh, Simon Preston studied Hospitality Management in Manchester and went on to run arts venue cafés, Michelin-starred restaurants and Harvey Nichols' food operations around the country. He now specialises in creating innovative food events and festivals involving artisans, artists, performers and communities.

In 2006 Simon founded EAT! NewcastleGateshead and continues to direct this annual festival of food adventures described by The Guardian as "refreshing, irreverent and full of surprises" and the subject of two Radio 4 Food Programme specials. He has also created innovative food events for the Preston Guild and the world's first Festival of Thrift in Darlington.

In 2012 Simon was invited to Huntly, Aberdeenshire by Deveron Arts as Artist in Residence. There he devised a new project, The Town is the Menu, which he is currently developing as a 5-part series for BBC Radio 4.



Susannah Sayler
Canary Group, Loeb Fellow

Susannah Sayler is a photographer and the co-founder of The Canary Project. As a photographic artist, she has assembled a collection of powerful images of critical landscapes around the world that have been dramatically altered in the last few decades by global climate change. This series, titled A History of the Future has been exhibited in museums, galleries and public spaces throughout the U.S. and in Europe. Venues include the Kunsthal in Rotterdam, The Center for Art + Environment at the Nevada Museum of Art, the Museum of Contemporary Art / Denver.

In 2006, Sayler co-founded the Canary Project, which produces visual media, events, and artwork that build public understanding of climate change and energize commitment to solutions. Since its founding, The Canary Project has produced more than a dozen works, involving more than 100 artists that integrate the tools of art with those of science, education, mass communication to engage diverse audiences.

In 2008-09, Sayler was a Loeb Fellow at Harvard's Graduate School of Design. She is currently a faculty member in the Department of Transmedia at Syracuse University in Syracuse, New York.



Deidre Schmidt
One Roof Global Consulting, Loeb Fellow

Deidre is known as a creative and tenacious real estate professional, whose career – whether as a developer, consultant or investment underwriter - has often been in service of the arts community, by creating artist live/work space, artist-in-residence housing or cultural facilities at various scales.



Deidre has a unique mix of technical, transactional, business planning, organizational development and policy formulation experience in a variety of international contexts.

She is Principal of One Roof Global Consulting, whose mission is to improve the quality, access and affordability of housing throughout the world.

One Roof clients include development and finance companies, network organizations, foundations, government agencies. Her current work is comprised of new enterprise and new business line feasibility assessment and planning, practically-oriented research, strategy formulation, program evaluation and creation.

Deidre co-developed and teaches a course at Harvard's Graduate School of Design entitled Housing and Urbanization in Global Cities. Previously, Deidre was the Executive Director of the Affordable Housing Institute, a non-profit organization that works exclusively outside of the United States, with a focus on the global south. She has also worked in both the for- and non-profit sectors in the United States; as Vice-President of Development at Brighton Development Corporation, Acquisitions Manager for the National Equity Fund and Director of National Consulting and Project Manager for Artspace Projects, Inc.

Deidre was a Loeb Fellow at the Graduate School of Design at Harvard University and a Marshall Memorial Fellow of the German Marshall Fund.

Peter Sharp

Curator, Kielder Art and Architecture

Peter Sharpe is an art curator based in Northumberland. After graduating from Cardiff College of Art in 1982 he developed a practice as a sculptural ceramicist in London, then taught in Gateshead following a move to the north of England in 1990. He ran the Kielder Art & Architecture programme for 14 years from 1999, commissioning work by James Turrell, David Adjaye, Studio Weave and 16 Makers amongst others. He was also responsible for developing the RIBA and Civic Trust Award winning Kielder Observatory and was named one of six RIBA Clients of the Year in 2009.



Recent work includes Testing Ground, a public engagement with architecture project working in collaboration with Newcastle University and The Bartlett UCL, bringing opportunities to experience and participate in the commissioning of contemporary architecture to communities in rural Northumberland.

Peter Sharpe is also a member of the North East Design Review panel, a trustee of Kielder Observatory, visiting lecturer at Newcastle University, and a continuing contributor and advisor to art and architectural projects at Kielder Water & Forest Park and for the forthcoming Northumberland National Park Authority's Sill visitor hub to be sited close to Hadrian's Wall.

Edward Walker

Founder of Cityworks, Loeb Fellow

Ed Walker is a social entrepreneur and lawyer based in Roanoke, Virginia. He is the Managing Member of ReGeneration Partners, LLC and CityWorks, LLC. His mixed-use urban redevelopment projects seek to strengthen at-risk city settings using an interdisciplinary approach across six spheres of influence: arts & design, new media & knowledge, food & drink, social entrepreneurship

& investment, outdoors & recreation and key aspects of good government including politics, policy and citizenship. His focus is on smaller cities in the U.S. and abroad.

Walker attended St. Andrews University in Scotland, the University of North Carolina at Chapel Hill, and the Washington and Lee University School of Law.