

Select Portfolio FEBRUARY 2025



SHERRY R DOBBIN

Sherry Dobbin is a placemaking expert, cultural strategist and producer with significant experience within international cultural scene. She is a match-maker of purpose, design, culture and place, with a strong track record of delivery across five continents. She specialised in crossdisciplinary practice as an artist and curator and has since become a key innovator in inventing delivery programmes, institutional ambitions, and business models through partnerships. As a thought-leader and keynote speaker in urban culture and property; digital public art; avant-garde & emerging artforms; residency development; governance, she often serves as a moderator and facilitator of international Cultural Awards/Prizes.

2017-2022, She was Partner at Futurecity Ltd, where she delivered over 35 cultural placemaking and public arts strategies across 5 continents and managed the company's portfolio. 2012-2016, Sherry 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 41-blocks of Times Square' and founded Midnight Moment, the largest and longest running digital art exhibition, globally. 2008-2012, She was Director of Robert Wilson's experimental performance institution, The Watermill Center & its related Byrd Hoffman Water Mill Foundation, (New York) where she oversaw the programme, management of staff, two facilities and a collection of over 8000 artefacts and 5000 edition library. Prior to that she has produced for theatre, opera, music, and ballet.

Expertise: Sherry Dobbin's cross-sector expertise in strategy, creative visioning, and delivery to provide the agility and efficiency of real-time knowledge assimilation and development.

- Informed from placemaking agency, Business Improvement District leadership, Cultural Development and Leadership
- Rapid delivery within existing teams, timeline and structure
- Delivery expertise across programme, funding and governance
- Reputation for developing successful Placemaking Vision and Cultural Partnerships based upon sustainable and realistic business models
- Experience in brokering homes for different scales and artistic genres
- Multi-Disciplinary Arts Degrees: BFA Theatre and MA Art History
- Author, *ULI Including Culture in Development* and *The Rutledge Handbook of Placemaking, Provocations on Media Architecture* amongst numerous other publications.

APPROACH

I have been working in arts-led regeneration, business improvement districts and property development for 20 years, with the resulting knowledge and contacts (for commercial and public sectors) to broker legitimate new opportunities.

My cultural expertise in programming public spaces and operating and designing cultural centres brings strategic concepts that have been tested through international delivery.

In a heavily dominated male environment, I bring the curatorial trust for attracting new artists and organisations to this sphere.



As Director of Times Square Arts & Creative Director of Times Square Alliance, I curated 153 projects in 5 years.

A selection of **artists** include:

Laurie Anderson
Robert Wilson
Andy Warhol Museum (Screen Tests)
Charles Atlas
Yoko Ono
Shahzia Sikander
Jesper Just
Peter Fischli & David Weiss
Alex da Corte
Pipolotti Rist
Alfredo Jaar
Alex Prager
Tracey Emin
Neil Goldberg
Isaac Julien
Ryan McGinley
Takeshi Murata
Ryoji Ikeda
Sun Xun
Bjork
Marco Brambilla
Jack Goldstein Estate
JR
Sebastian Errazuriz
Peggy Ahwesh
Os Gemeos
Jennifer Steinkamp
Rashaad Newsome

Yorgo Alexopoulos
Tal Yarden
Ori Gersht
Zach Nader
Seoungho Cho
Erika Januger
Bel Borba, Andrei Constantini
Naoko Tosa
Noah Hutton
Laleh Khorramian
Taxiplasm
Sebastian Errazuriz
Peggy Ahwesh
Yorgo Alexopoulos
Tal Yarden
Ori Gersht
Zach Nader
Seoungho Cho
Erika Januger
Bel Borba, Andrei Constantini
Naoko Tosa
Noah Hutton
Laleh Khorramian
Taxiplasm

Robin Rhode
Song Dong / Polit Sheer Form Office
The Metropolitan Opera Opening Nights Simulcast
Clocktower Gallery / After Hours Series
Anthony Nagelman
Richard Garet
Soundwalk Collective
Lorna Mills
Saya Woolfak
Jherek Bishoff
Elizabeth Peyton
Leslie Thornton
Chris Doyle
Daneil Canogar
Rafael Rozendaal
Ezra Wube
Eric Dyer
Brian Dailey
Beau Stanton
Seoungho Cho
Erika Januger
Bel Borba, Andrei Constantini
H Juergen Mayer
BIG Architects



 **TIMES SQUARE ALLIANCE**
TIMESSQUARENYC.ORG

Disney *Aladdin*

SHERRY DOBBIN

As Director of Robert Wilson's The Watermill Center, I workshopped new productions, installations and mounted six site-specific festivals.

Artists below represent a small selection of 84 collective residencies and 50-80 artists per summer season over 6 years.

Ragnar Kjartansson
Egil Saebjornsson
David Levine
Jay Scheib
My Barbarian
Abbas Akhavan
Jorinde Voight
Shirin Nashat
Philip Glass
Marina Abramovic
Zhang Huan
Japanthar
Jonathan Messe
John Bock
Yochai Matos
Sue de Beer
Monira al Qadiri
Genesis Breyer P-Orridge
Loc Dong

Tom Waits
Cao Fei
Tania Bruguera
Ryan McNamara
Lou Reed
Lucinda Childs
Song Dong
Carlos Soto
Coco Rosie
Willem DaFoe
Mikhail Baryshnikov
Mike Kelley Estate
Paul Thek Estate

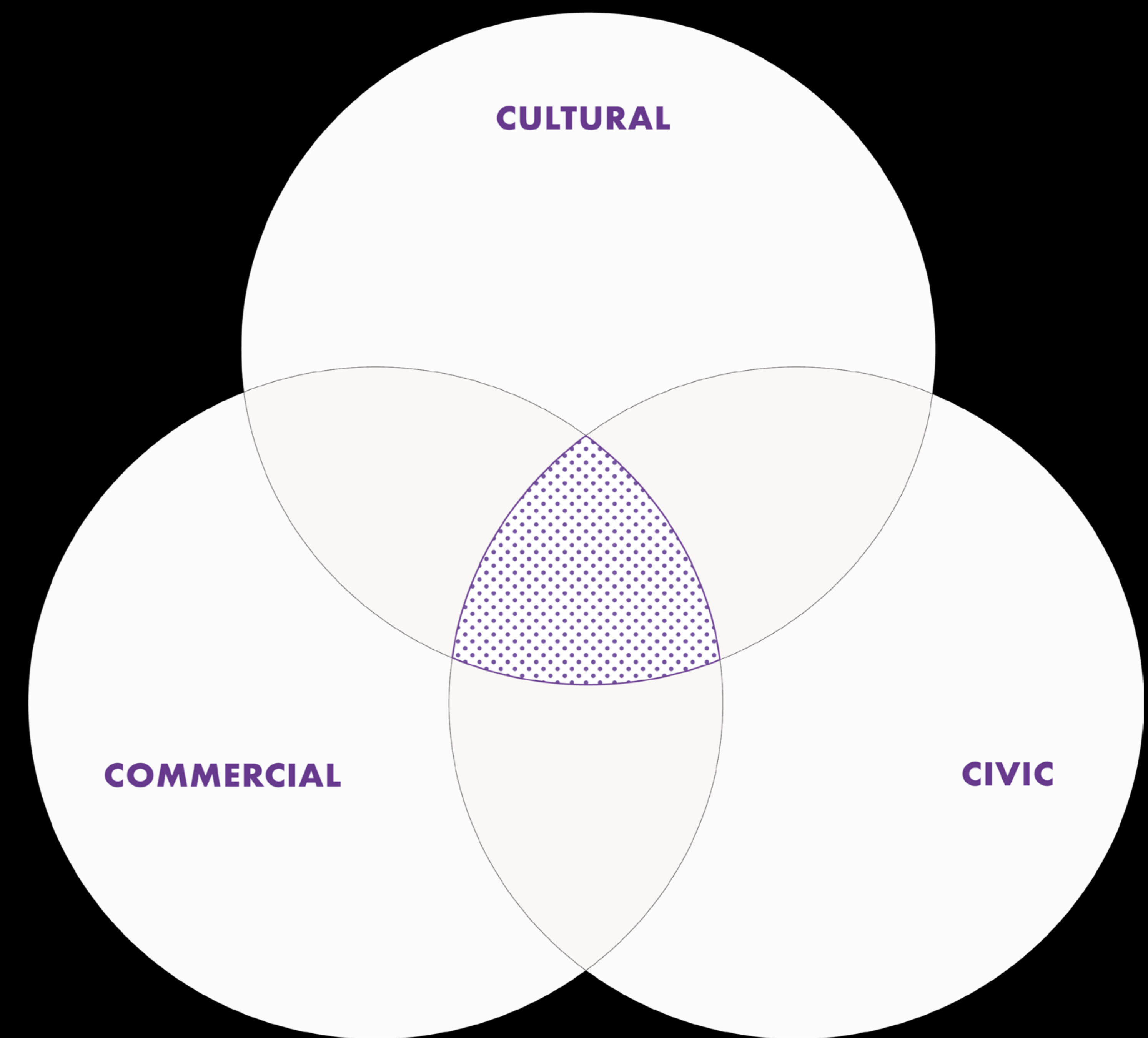
established:
Willem DeKooning Residency
ClockTower Gallery Residency
Arte East Residency
Creative Capital Partnership





As a Director, Partner and Founder of commercial and charitable businesses and programmes, I have financial understanding of the different markets and how to leverage their existing assets or strategic objectives.

My skillset lies in bridging the established and institutional arts context to the creative, urban development, with significant Cultural Plan development and brokering for the local - global mix.





NEW
YORK
WATER
TAXI

H&M

TIMES SQUARE ARTS/ CULTURAL PROGRAMMING & INFRASTRUCTURE/BIDS

TIMES SQUARE ALLIANCE CREATIVE
DIRECTOR,
TIMES SQUARE ARTS FOUNDER,
MIDNIGHT MOMENT FOUNDER

Objective:

Founded Times Square Arts & Midnight Moment, the largest and longest running digital art project in the world. Bringing a strategic vision and framework that has been successful since 2012.

Solution:

In five years, generated up to 2.4 billion press impressions per annum; curated over 153 new art commissions; partnered with 94 cultural organisations and partners; fundraised for government, local, philanthropic and commercial support. Every USD \$1 investment from the Business Improvement District (Times Square Alliance) was matched with \$8 of external funding.

Approach:

Cleaned up Times Square through diverse representation and cultural expression. Flipped the local perception of the place through good news stories about NYC and New Yorkers. Brought new customers into the hospitality sector. Changed the tourist marketing and programming to be authentic NYers / NYC - which brought greater numbers of city and neighbouring state visitors.



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TEAM LONDON BRIDGE CULTURAL STRATEGY & DELIVERY PLAN

TEAM LONDON BRIDGE

Objective:

Create a Cultural Strategy that changed the perception of London Bridge as a place to go to (rather than go through).

Solution:

Delivery of a Cultural Strategy that clearly outlined the stages and leveraged their north of Thames neighbour as visual backdrop for their activations and placed them as an extended centre of London's heritage.

Approach:

Extensive engagement to understand the appetite for cultural activity and match it to undervalued gathering places as 'stages.' The framework and associated delivery plan sketched out how to grow over 2, 5 and 10 years and understand how each activity built upon one another. The plan obtained the permissions and process for activating the areas. It was launched with a public event in London Bridge Station in its newly open concourse with a screen and performance celebration of Yoko Ono's IMAGINE PEACE and community choirs in tandem with a formal gathering of stakeholders to celebrate the cultural strategy.



Culture Strategy

Culture Strategy 1

Culture is an essential ingredient for our cities. As well as generating tourism and boosting the economy, culture brings us together and helps define the places we love. Having great transport and efficient roads alone isn't enough – cities also need a soul, so threading culture through all aspects of city life is key. Team London Bridge's culture strategy brings businesses and cultural organisations together, to make sure London Bridge thrives as a vital part of our capital.

Justine Simons OBE, Deputy Mayor
Culture and the Creative Industries,
Mayor of London

Our Vision

London Bridge will be the front stage that creates our favourite memories of the city through innovative and contemporary cultural programming.

The ambition of the culture offer and programme is to become the destination for everyone to experience what makes London the world leader for culture and creativity.

Whether coming here to work or take in the iconic vistas, enjoy some respite mid journey or to celebrate the best that the capital has to offer – the area will become the destination for everyone to savour the essence of contemporary London. When you imagine London, you will think of London Bridge.

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V&A REVEAL FESTIVAL LONDON 2017

EXHIBITION ROAD, LONDON

Objective:

Develop a concept to celebrate the largest expansion of the Victoria & Albert Museum in 100 years

Solution:

To develop a festival that celebrated the new sections of the museum as well as the existing exterior and interiors. Festival to celebrate the opening of the Exhibition Road, Amanda Levete designed entrance.

Approach:

Work with the curators and bring new artists into the V&A history.

Artists and Designers included:

Anat Ben David
Simon Heijdens
Julie Cunningham
Molly Goddard
Ron Arad
Mira Callix
Zandra Rhodes
Jonathan Barnbrook
Greenaway & Greenaway
Toru Ishii
Leyla Reynolds



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EXHIBITION ROAD EVENTS STRATEGY & DELIVERY PLAN

DISCOVER SOUTH KENSINGTON

Objective:

Realign the 25+ cultural partners of Exhibition Road with the two local authorities of RBKC and Westminster to provide an Events Strategy that enabled and encouraged the use of the 6 approved annual events that could pedestrianise Exhibition Road.

Solution:

To provide a strategy and delivery plan that united the cultural partners in a collaborative way that would attract partnership funding they could not access any other way. The delivery plan offered a 10-year projection of funding styles and a gradual growth of programme. Its acceptance was the only unanimous vote of approval from the group's history.

Approach:

To engage 1-1 with the leaders of the major organisations to quickly identify the ambitions and fears. Once it was established that they all held many ambitions and only one fear (that no one was ambitious) it was quick to align the creative curators and staff to draw up what programming would be helpful and give more prominence to the community work happening. Worked with the two local authorities to develop a shared approval approach and eased timeline for permitting. Established initial funders who would support only partnership activity.



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ART OF LONDON CULTURAL STRATEGY

HEART OF LONDON BUSINESS ASSOCIATION VIA FUTURECITY

Objective:

Develop a shared cultural strategy and identity that could translate into a marketing strategy that transformed the perception of tourist traps into cultural heart of London.

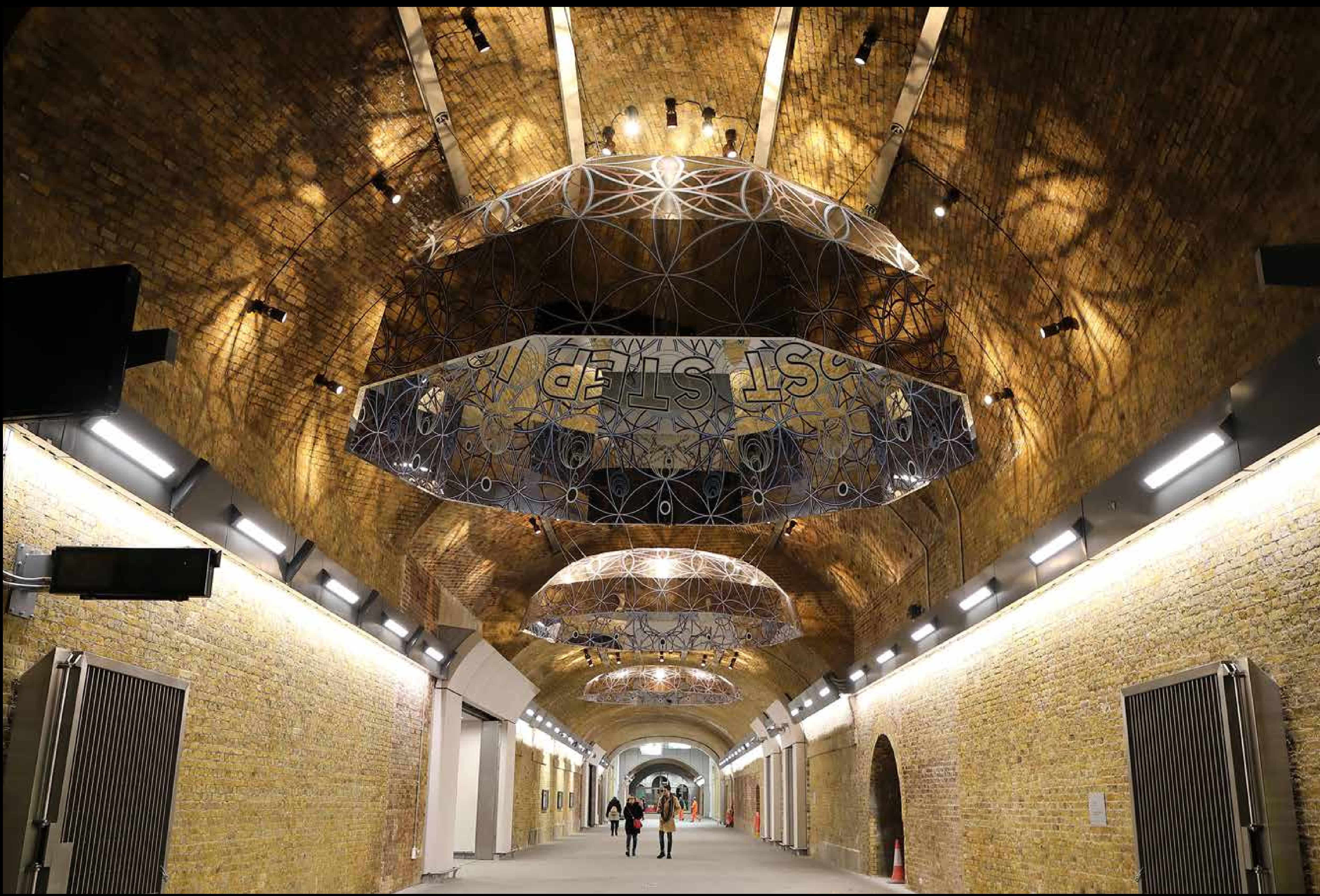
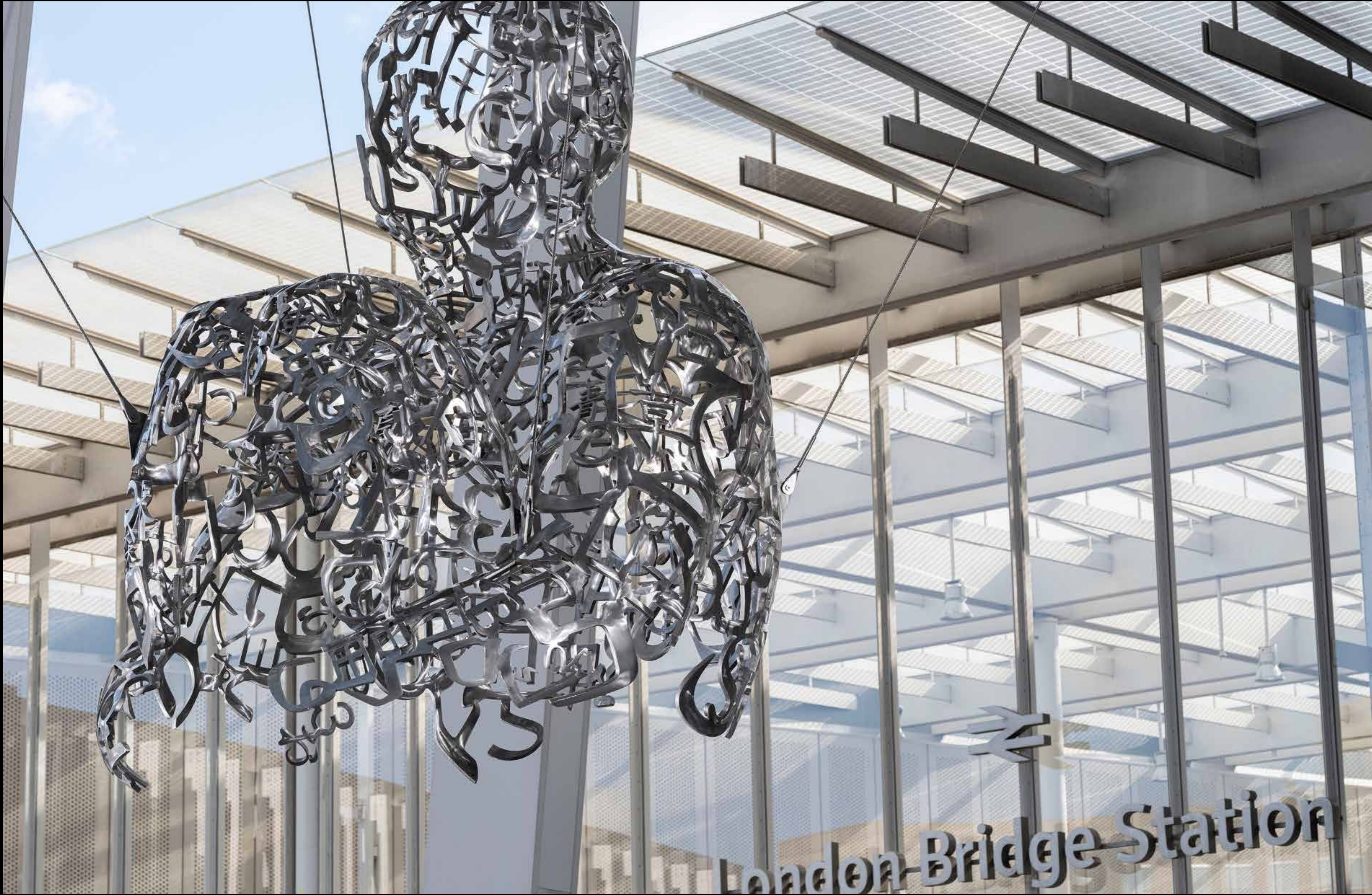
Solution:

To develop a formula as a cultural framework which catalogued the assets and approaches so that non-arts leaders could construct arts partnerships. A resulting brand and branding styleguide followed. The announcement was made as a thought-leadership event to reposition HOLBA in the GLA ecosystem.

Approach:

Extensive auditing of assets, reframing the area as stages and canvases that were attractive to international artists and kick starting with a Royal Academy lead takeover of ground, air and facades. The playbook or framework was set up as a step guide to assist a shared vocabulary and inspiration for BID stakeholders.





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OVERVIEW ARTS + PROPERTY DEVELOPERS 2017-2024

1. Brookfield Properties (2), City of London

Cultural Strategy and Commission Brief (to be commissioned)
New Cultural Centre; Organisation being brokered

2. Hammerson (4), Reading Bristol, Birmingham, Southampton

Working with Ikon Gallery, Pleasance Theatre, and developed their
Masterplan RFPs

3. Castleforge (2) City of London

Cultural Strategies
Creation of a Co-design Centre
Richard Mosse public artwork (in process)
New Cultural Forum

4. Dominus City of London

Cultural Strategy & Home for Migration Museum

5. Co-RE (2) City of London; Lambeth, Southbank, London

Cultural Strategies for new cultural centres

6. Quintain Wembley Park, London

Cultural Strategies and Brokered two cultural organisations (Royal
Philharmonic Orchestra, Punchdrunk Enrichment)

7. Mitsubishi Estates, Lambeth, Southbank, London

Cultural Strategy and New Cultural Centre (The London Studios on
Southbank)

8. London Royal Asset Management Company City of London

Public Art Commissions (temporary and permanent digital)

9. QIC (Australia) (2), Melbourne, Sydney

Cultural Partnerships Strategy (80 Collins Melbourne and Sydney
assets)

10. Beulah International (Australia), STH_BNK, Melbourne
Brokered Centre Pompidou partnership to open new centre
Atong Atem, Outdoor Living

11. Grosvenor, Mayfair, London

Clare Twomey, Anatomy of Time

12. Prologis (2), Cambridge; Kent

Public Art Strategies
Yinka Ilori, Slices of Peace

13. Sellar Property / The Shard through (REM); The Shard, London

Jaume Plensa, WE

14. Almacantar, Fitzrovia, London

Vertigo, Echelon
Brokered London Design Festival

15. Network Rail, London Bridge, London

Mark Titchner, Me, Here, Now

16. Mount Anvil (3), Westminster and Islington, London

Random International two artworks, Studio Swine

17. Get Living, East London

Cultural Strategy, East Village

18. Lincoln MGT, Reading, UK

Public Art Strategy, Station Hill Development

19. Chelsea Barracks, Chelsea, London

Conrad Shawcross, Bicameral

20. Peabody (2), London

Cultural Brokering, Public Art Strategy

99 BISHOPSGATE / CULTURAL PLAN (in action)

BROOKFIELD PROPERTIES / RSHP

Objective:

Generate a compelling offer attractive for Brookfield Properties' Activated Programme, City of London, Cultural Sector and Future Tenant(s). To offset the public harm of the building height against the positive public benefit.

Solution:

New Standalone 6-storey Cultural Destination (Open Gate) that focuses on showcasing under-represented voices to develop new audiences and promote inclusivity within the financial sector.

Approach:

Worked as a part of the Development Team with RSHP and Brookfield Properties to identify sustainable business plan for a standalone building that can absorb the public benefit obligations and package them into a compelling offer and attract the cultural organisation, Intermission Youth. The Cultural Plan helped the development to secure unanimous approval in recognition of the exceptional public benefit and thorough cultural solution. The process included City of London PPA workshops; Creative Engagement with young creatives 18-25 in co-design workshops and the development of a cultural facility with Gallery, Hall, and Studios that are free or affordable ticket prices, and is self-sustained through commercial hall hire for the corporate community. The cultural brokering secured Intermission Youth to curate and operate the tenants and programme of under-represented creatives, as well as gain a new home as the Cultural Anchor 'Open Gate.'



STH_BNK by BEULAH / CULTURAL PLAN & BROKERING

BEULAH INTERNATIONAL / UNstudios/
COX ARCHITECTURE / VIA
FUTURECITY, MELBOURNE, AUS

Objective:

Create an 'X factor' for the architectural competition of the tallest skyscraper in Australia that attracts civic & commercial investment & Bring an International Cultural Brand | Architectural Competition (won) to Planning Permission (fast-tracked)

Solution:

Cultural Plan with Culture at the centre of all tenancies (hospitality, residential, wellness, commercial, retail).
Centre Pompidou brokered to develop a new cultural centre to Cultural Brokering (Centre Pompidou) which attracted Four Seasons Hotel & Fastest Australian presell of Residential.

Approach:

Identified the important position between new residential, arts precinct & botanic garden to develop a concept for the public podium that brings together inclusive city destination with the high-end office, residential, F&B, retail above. The Green Spine draws the green and culture of the precinct into a vertical city showcasing and sharing the city's greatest assets, across all operators.



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STH_BNK by BEULAH / TEMPORARY ART COMMISSIONING

ATONG ATEM, Outdoor Living

Objective:

Take over the meanwhile property before demolition and commission an artwork

Solution:

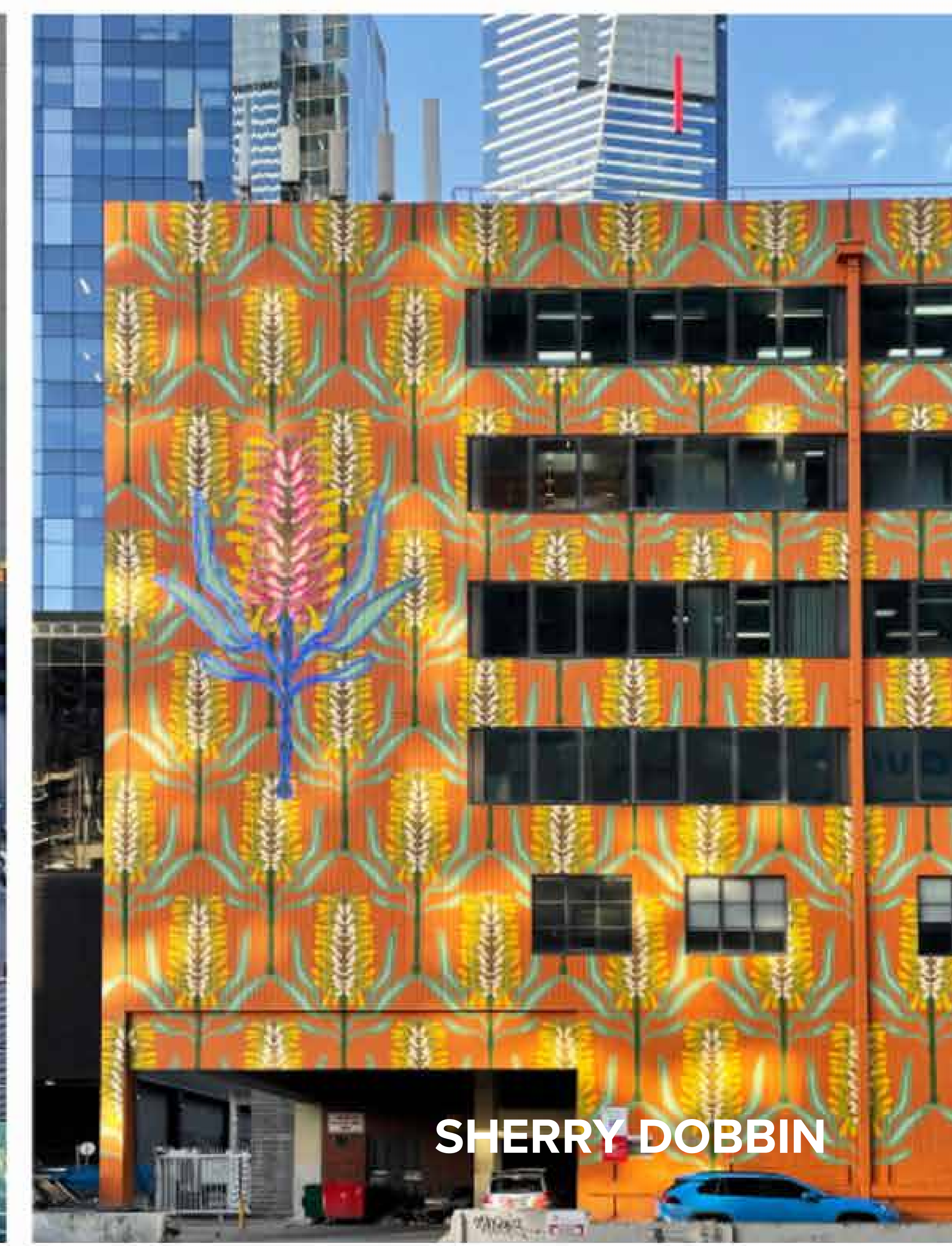
Treated the entire building as an object and created an artist brief to transform day and nighttime.

Approach:

Atong Atem brought a new play with indigenous identity bringing Banksia from the Botanic Garden mixed with 19070s Melbourne, Australia wallpaper design into a painted treatment that turned the building into a concept hub for retail + studios + offices.

She added neons to bring the building to life at night.

It has won numerous awards and is the poster image for creative development in Melbourne.



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75 LONDON WALL / CULTURAL PLAN

CASTLEFORGE / Orms ARCHITECTS

Objective:

Generate a compelling offer attractive to a singular occupier; make ground floor public benefit; respond to new Destination City needs

Solution:

Cultural Anchor / Cultural Forum / Public Realm flex as an outdoor Stage - Shared usage with commercial tenant

Approach:

Working with the full team, to align the architectural, business, public benefit expectation opportunities and constraints.

Destination City has identified the need for anchor destinations that complement the existing and upcoming cultural eco-system and bring new audiences and cultural presentation into the area.

Stage 75 will be a Hub for public Destination City activations and home to a cultural organisation that specialises in creating content for public realm/site-specific or non-traditional performance venues.

By gaining a new Cultural Anchor, The City will be able to attract new visitors and work with them to activate the many public realm improvements in the City.



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65 CRUTCHED FRIARS CULTURAL PLAN / BROKERING

DOMINUS GROUP / 3XN / VIA FUTURECITY MIGRATION MUSEUM

Objective:

Obtain a public benefit that formed shared objectives from students, residents, businesses, surrounding neighbourhoods, heritage of the area and the Destination City goals

Solution:

Migration Museum as a cultural anchor

Approach:

Combining the need from Migration Museum to have a permanent home in London that accessed residents and visitors; cemented the importance of migratory history of London and the UK and the personal history and relationship that the Founder of Dominus Group has with the museum. Aligning the history of the area that served as a gateway for international residents of the City of London; Aldgate BID and its cultural programming that embraces migrant populations; and the international student population that is looking for housing. The transportation links reach across London, UK and from the airports to make this place as a destination. Working with the Museum and the architects to create viable layout that considered revenue models, flexibility and definitive presence and public realm and the cultural eco-system needs, I am developing a match that will serve all parties.



72 UPPER GROUND CULTURAL PLAN

CO-RE & MITSUBISHI ESTATES / MAKE ARCHITECTS / VIA FUTURECITY

Objective:

Obtain a joined-up public benefit that complements and doesn't compete with the culture of the South Bank | Planning granted 6-1 in favour due to public benefit uplift.

Solution:

The London Studios - cultural studios, blackbox theatre and immersive exhibition space, affordable studios for creatives. (Combined the Cultural, Skills & Training, Affordable Workspace obligations into one branded identity).

Approach:

Research for Lambeth Borough + commercial office needs + culture of South Bank indicated that the area needed a placemaking vision that made a ground floor appeal that combined affordable workspace, skills & training requirements, cultural gap. PREVIEW programme with Lambeth organisations gave 6-month residency and facilitated co-design with architects. The London Studios solution supports and showcases Next Gen talent that appeals to the commercial tenants; provides exciting base and public realm programming; and offers opportunity to Lambeth young residents.

Cultural Operators: Young Creators UK, Black Cultural Archives & Iconic Steps (PREVIEW) future outlines programming partners inclusive of NT, BFI, Elevate and 15 others



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