



PAUL SELWYN NORTON

CURICULUM VITAE

*"BRILLIANT! Thank you Paul Norton for reawakening the heart of Sunset Heritage precinct, showing us all the potential of this great site and bringing cultural life back to this part of Perth."*

***Hon. David Alan Templeman MLA  
WA Minister for Culture & the Arts; Sport & Recreation; Heritage***

## Contact details

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# PAUL SELWYN NORTON



## Role

Director wOnder city+landscape  
Urban Designer + Landscape Architect + Urban & Regional Planner

## Background

Paul is a highly experienced and entrepreneurial senior arts leader with a global and diverse multi-artform network and portfolio. Transitioning out of a medical career into the Arts, he worked with the prestigious Batsheva Dance Company and William Forsythe's Ballet Frankfurt, before setting up his own production company "No Apology" in The Netherlands. 25 years as a successful CEO, director and executive producer underpin his deep commitment and capability as a curator and sector innovator. His significant record of delivering high-calibre and accessible cutting-edge events and festivals has resulted in securing global luminaries such as Punchdrunk, Sidi Larbi Cherkaoui, Amanda Parer and William Forsythe into multi-year programming, presentations and precinct activations across Australia and beyond. His dedication to designing new avenues of access and productivity for the independent arts sector has resulted in *MoveMe*, *SITU-8* and *Queery* supporting hundreds of artists into their careers pathways across the globe.

## Leadership Roles

- Junction Arts Festival - Creative Director; 2021-2022
- Boola Bardip WA New Musuem - Precinct Activation & Curation; 2020 - 2021
- STRUT Dance - CEO & Director; 2013 - 2021
- No Apology Productions - CEO; 2006 - 2011
- Ulster University - Course Design & Director Theatre & Dance; 2003 - 2006
- Ballet Frankfurt - Company Manager; 1997 - 2002

## Other Affiliations & Experience

- Australia Council for the Arts - Peer Assessment for Dance and Multi Artform (Four Year Funding for organisations and annual program/project funding)
- Australia Council for the Arts Leadership - Alumni (2018)
- Australia-Indonesia Institute - Helping to shape pathways of cultural exchange and development between the two nations
- SCUBA Diver Instructor
- Gardener and novice bee-keeper

## Competencies

- Leadership & Operational Management  
*Developing and embedding aspirational, safe and supportive work culture and teams*
- Entrepreneurial Capacity & Creative Vision  
*Producing world-class cutting edge, experimental and innovative experiences across a wide range of art-forms, precincts, festivals and tourism*
- Strategic & Commercial Acumen  
*Positioning organisations as sector leaders and innovators with a capacity to identify trends and translate them into commercial and creative outcomes*
- Business Development & Financial Management  
*Building public, private and philanthropic portfolios with budgets balanced to human resourcing and program delivery*
- Stakeholder & Partnership Portfolio  
*Managing complex negotiations and stewardship in both the public and private spheres*
- Public Relations  
*Effective communications, sector advocacy and representation*

## Strategic Achievements

### Precinct Activation & Festivals

- Designing and delivering multi-artform festivals across the city of Launceston – Junction Presents and Junction Arts Festival
- Curating and activating the New WA Museum’s City Space as a multi-purpose performance venue
- Championing the Sunset Heritage Precinct for Punchdrunk’s Maxine Doyle in the 2019 Perth Festival, launching the WA’s \$500M redevelopment of the site into a new arts precinct and cultural asset
- Activating and managing the State Theatre Centre of WA precinct with the SITU-8, MOVEME and QUEERY Festivals

### Innovative Partnerships & Programming

- Embedding multi-year programming and presentations from Punchdrunk UK, Sidi Larbi Cherkaoui, Tura New Music, William Forsythe, Amanda Parer and Lucy Guerin into local communities, venues and organisations
- Establishing pathways of access for First Nations, multi-cultural and marginalised immigrant communities into venues, and festival spaces across Launceston
- Assisting local business to address their own LGBTQI+ and disability agendas through festival programming and strategic partnerships

### Financial Management & Audience Development

- A twelve-fold increase in income revenue of STRUT Dance since 2014 - achieved through innovative program design, strategic business development and high-level stakeholder management
- 35% annual increase in audience engagement with STRUT Dance since 2016
- Philanthropic portfolio development raising on average AU\$250-300K annually through bespoke campaigns and events

### Asia Pacific Focus

- Developing strategic pathways of development and exchange with Indonesia, Japan, Korea and Taiwan aligning to the WA State’s own cultural ambitions in the region

*"PSN has that rare mix of entrepreneurial creativity allied to a savvy business brain. What a coup to bring Forsythe to WA. Curating "One Flat Thing, Reproduced" in the Courtyard transformed the work into a gladiatorial tour-de-force.... The whole of Northbridge just kicked off!"*

***Brianna Shepard - ABC News***

*"Since 2017, I have personally witnessed the success of Paul Selwyn Norton's pioneering work in activating city spaces with innovative, large-scale international projects. I am thrilled that the newly opened Museum in the heart of the Perth Cultural Centre will be used as a creative arena to host Crystal Pite's brilliant work."*

***Alec Coles - CEO New WA Museum***

