

LARA CLIFTON, CV

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SUMMARY

A groundbreaking independent Creative Producer with over 10 years experience of producing performance within theatre, club, live-art, festival and cabaret settings. Co-founder of the seminal 'Whoopee Club', responsible for events that 'redefined the cabaret and party scene in London' (TIME OUT 2009). Now working with individual artists or on specific projects ranging from technically & operationally complex ensemble pieces leading teams of over 50 people to experimental solo work from new performers. An experienced fundraiser with excellent industry contacts and a passion for enabling established and emerging artists to bring innovative new work into fruition through a combination of creative support, operational agility & administrative robustness.

Currently interested in discussing programming, producing or consulting opportunities with established or challenger festivals, venues or organisations with vision and ambition where my skills, experience, instincts & dedication can add real value.

KEY ATTRIBUTES

- Excellent professional relationships with countless established and emerging performers across the UK
- Unrivalled understanding of (and passion for) London's performance scene (current and over the past 20 years)
- Extensive professional network of artists, stage managers, musicians, theatres, galleries, directors, theatre companies etc
- Proven track record of raising funds via commissions (circa £100k) and grants (£400k)
- Substantial experience of working with numerous funding bodies and organisations, including Arts Council England, Wellcome Trust & Esme Fairburn Trust
- Strong working knowledge of Arts Council audience engagement reporting & evaluation
- Worked with dozens of venues including the V&A, Hackney Empire, Barbican, Blackpool Tower Ballroom, National Theatre Studios, Bristol Old Vic and Cirque Jules Verne (Amiens, France)
- Worked at most major UK festivals including Glastonbury, Latitude, The Big Chill, London Olympic Festival, Thames Festival etc
- Acknowledged self-starter with a track record of devising, producing & programming innovative performance vehicles including The Whoopee Club, Hip Hip and Hashtag
- Instinctive collaborator & facilitator with reputation for creating highly successful partnerships between artists, directors & technicians
- Industry-leading experience in programming and producing work in non-traditional spaces (including a Victorian swimming baths, hotel rooms and a forest)
- Vast experience in creating & managing budgets of all sizes & complexities
- Strong offline & online marketing skills, including social media & email marketing
- Extensive commercial writing experience, including funding proposals, production prospectuses (creative/technical) and press releases
- Reputation for spotting emerging talent - early producer of several now-household names
- Fantastic artist liaison & relationship skills - patient, diplomatic & empathetic

CURRENT PROJECTS

June 2011 – ongoing **Carnesky Productions: Creative Producer (part-time, permanent)**

Carnesky Productions is an artist-led organisation committed to interdisciplinary performance events, artistic collaborations and workshops. Founded by artist **Marisa Carnesky**, the company has developed a form which exists between live art, new circus, experimental theatre, and installation art working with artists from multiple disciplines. Since 2012 the company's primary (but not only) outputs have been Carnesky's Tarot Drome (a 12-20 cast show with circus, skating, installations and live music) and the Carnesky Cabaret School public workshops alongside Carnesky's Cabaret Graduate Show.

Responsibilities include: engagement & negotiation with national/international festivals & venues; creating & executing all marketing & promotional activity (industry & public, online and offline); sourcing, hiring & managing performers, creatives & technical teams; creative consultancy; planning & executing commercial strategies; general & project budgeting; identifying & leveraging potential funding streams (including writing funding applications); primary liaison contact for Arts Council England.

September 2013 – ongoing **The Last Night In the Life of Alexander Geist: Project Producer (part-time, ad hoc)**
This is performer/writer/musician **La JohnJoseph's** new narrative work which is to be a multimedia theatre show incorporating live video feed and an original musical score. Showcasing at the Bristol Old Vic and the Albany in Deptford in June 2015 and running for 2 weeks at Lime Wharf, Vyner Street, E2 in October 2015.

Current responsibilities include: budgetary, partnerships & funding consultancy; recruiting and liaising with creative and technical team; leading on all elements of production with a particular current focus on securing & negotiating with rehearsal, workshop and performance venues as mentioned above.

January 2012 - ongoing **Longplayer at Trinity Buoy Wharf: Invigilation Manager (part-time, permanent)**
Longplayer is a one thousand year-long composition commissioned by Artangel, conceived and composed by artist Jem Finer. The Lighthouse at Trinity Buoy Wharf is the flagship location in which work can be listened and is open to the public every weekend.

Responsibilities include: recruiting, training, scheduling & managing a team of 10 people invigilators who open up the building, inform visitors about the work and act as advocates for Longplayer on behalf of the Longplayer Trust.

SELECTED PREVIOUS WORK

Feb 2002 – October 2009 **Whoopee: Company Director**

- Responsible for devising, developing, managing and implementing over 25 original shows in non-theatre settings
- Created work for audiences ranging from 200 to 2000
- Managed teams of over 50 and directly responsible for budgets of over £70,000
- Led on organisational development, successfully applied for ACE business development funding (£27K)
- Launched the careers of many designers, artists and performers including Paloma Faith, Immodesty Blaize, Imelda May and Gemma Whelan
- Marketing and PR – devised print, sent out releases to hundreds of press contacts as well as regular invites to 8000 people mailing list
- Managed the design, print and production of paper and e-marketing as well as developing a brand.
- In charge of recruitment, training and managing staff and crews
- Created a reputation for producing events and shows for all ages that combined salubrious salon with cutting edge culture creating memorable surrealist moments in time

January 2009 – October 2011 **Parlour Culture: Co-founder**

A partnership for emerging arts producers formed between myself and producers Keri Elmsly and Anna Doyle funded by the Arts Council's **Cultural Leadership Programme**. This leadership development programme included receiving mentoring from arts leaders, training in negotiation and fundraising, organising residencies for peers and running alternative network events. Mentors included **Kathleen Soriano** (Head of exhibitions at the Royal Academy), **Nicole Newman** (Head of Development at the ENO) and **Helen Marriage** (Artichoke).

Jan 2002 – Nov 2004 **International Workshop Festival: Coordinator**

Programmed the cabaret/burlesque section of the 2002, 2003, 2004 festivals. Sourced teachers, was point of contact for members of the public attending the courses. Completed ACE evaluation forms after each class. Devised an event that showcased new work created in a section of festival.

SELECTED COMMISSIONS

June - August 2010 **Barbican**

Curated 'Erotic', a one-off night of exotic surrealist adventures to accompany the exhibition The Surreal House in the Barbican Conservatory.

2010 **Southbank Centre**

Produced one-off participatory performance nights at the Queen Elizabeth Hall including Springtime Cabaret with Marcella Puppini.

2011 **London Word Festival**

Produced an event in relation to book (which I also edited), 'Baby Oil and Ice'.

TRAINING

April 2010 **National Arts Fundraising School**

1 week intensive course

EDUCATION

1990 – 1993 **Kent Institute of Art and Design, Maidstone**

BA Hons in Fine Art Film and Video. **2:1**

1989 – 1990 **Working Mens' College, London**

One year course in filmmaking.

REFERENCES AVAILABLE UPON REQUEST