



Giles Westley  
135 Thompson Street  
Scotland Island, NSW, 2105

**CV – GILES WESTLEY**  
**CREATIVE PROFESSIONAL**  
**CULTURAL STRATEGY • PRODUCTION MANAGEMENT • CREATIVE DIRECTION • STRATEGY**

Hello,

I am Giles Westley, and I live on Scotland Island in Pittwater, Guringai Country.

I am a creative professional with a passion for crafting immersive cultural experiences through storytelling and design, I have worked locally and internationally over many years, since 2018 I have regularly worked in the UAE as creative consultant for Dubai Expo2020.

In my Creative Consultancy roles, I have created comprehensive strategies for the development of significant public assets and provided the strategic frameworks for their ongoing purpose, growth, and success.

As a Creative Director, I specialise in projects that fuse multimodal technologies with human-centered narratives to engage audiences and enhance brands. Over the past decade, my work has led me to support these creative endeavours through all levels of production and communications.

With extensive experience in leading creative strategy, content design and production for public celebrations and exhibitions; my projects are distinguished by strategic messaging and engaging storytelling. I bring a combination of expertise in team leadership, lateral thinking, strategic planning, and creative methodologies to all my projects, transforming concepts into impactful experiences with thoughtfully crafted user engagement.

I have a proven track record of building and leading teams for content production, creative strategy, and infrastructure development on large projects. My practical knowledge of technical build requirements allows me to collaborate effectively with technical teams, specifying for larger projects and assessing opportunities.

Over the last decade, I have expanded my work to include collaborations with Indigenous communities, building trusting relationships through consultation processes. I take pride in the resulting collaborative works.

My most recent role focused primarily on creative strategy, media communication, executive production, concept development, and artistic direction of remote creative teams. In addition to content direction, I have designed and planned large public events and light-based sculptural works, drawing on my foundation in fine arts and architecture.

Warm regards.

Giles Westley



## **TERTIARY STUDY**

### **Bachelors of fine Arts**

Double major in photography and video art - COFA, UNSW, Sydney  
1989-1991

### **Bachelors of Architecture (incomplete)**

UNSW, Sydney  
1992-1995

### **Masters of Design**

Lighting Design - UTS, Sydney  
2010-2011

## **EMPLOYMENT HISTORY**

### **AGB Creative**

#### **Artistic Director/ Creative Director**

12 years

Leading a flexible team of creative practitioners and producers in various fields, I was engaged to provide creative strategy, production management, communications, conceptualise and create immersive experiences and digital story telling for public events, exhibitions, drone shows and corporate activations.

#### **Expo 2020 Dubai - Consultant**

##### **Head of Creative - Expo Creative Studio, Al Wasl Plaza**

3 years

Consulting on the technical overlay and creative direction of this world record holding creative space. Mentor ship of the local creative leaders while advising on structure of team to provide creative services and production for multiple shows seen by millions around the globe. Development of creative strategy for the operation the venue and surrounds for 6 months of daily operations during the event and the venue life beyond the event.

#### **The Electric Canvas**

##### **Head of Creative Dept**

4 years

Creative oversight and production on various large scale projection projects. Management of a creative and production team delivering end to end solutions for local and overseas clients. During this period I was leading the creative for large scale 3D mapped building projections and liaising with creative teams on various opening ceremony projects across the globe. This was at a time when projection at this scale was still emerging.

A selection of previous project work and details of various roles are available on the following pages along with a portfolio website

**[WWW.WESTLEY.COM.AU](http://WWW.WESTLEY.COM.AU)**



## SELECTED PROJECTS

### EXPO CITY DUBAI – 2024

#### Creative Consultancy for Expo City Dubai – Head of Creative, Expo Studio

Strategy work for ongoing life and purpose for this unique piece of infrastructure spanning over 4 square kms. The delivery provided a timeline of future events for Expo City Dubai to maintain focus for leading forefront of technological and creative expression for the region. This led to the inaugural Dhahi Dubai light festival in January 2024, where I brought the works of 7 regional artists to life in light based sculptures.

### PARRTJIMA – A FESTIVAL IN LIGHT – 2016-2023

#### Artistic Director

This is the first Indigenous light festival in the world, we translated these ancient stories using the newest of technologies for the creation of new artworks with traditional artists. My role in the project started in year one with the strategic positioning of this unique event opportunity, scoping out potential event sites and planning for the engagement process with numerous local Traditional Owners and stakeholders.

- Concept story development for light installations and McDonnell Ranges show.
- Facilitate workshops with Indigenous artists and cultural reference group.
- Curation and Content Direction for the *Grounded* projection artwork
- Audio Direction
- Production Design
- Soundscape Direction
- Technical overlay and install

### CITY LIGHTS, CAIRNS FESTIVAL – 2018-2022

#### Creative Director, Production Manager

A projection mapped show onto the Facade of the Cairns City Library. Over 5 years we have worked with many local artists connected to the region and brought their stories to life in the public realm.

- Co-curation and creative concept development with selected artist
- Storyboarding and style-frame development for animation
- Creative Direction
- Music direction
- On site management of tech installation

### NOËL SYDNEY – 2022

#### Creative Director/ Creative Producer/ Production Manager

Concept and delivery for this successful addition to Sydney's Christmas offering was achieved in 43 days from contract signing. I was responsible for whole site design and creative theming, projection design and direction on three landmark buildings, production design and manufacture of key set pieces, branding and liaising with all event stakeholders.

**EXPO2020 DUBAI – 2018–2021****Head of Creative (consultant), Al Wasl Plaza for Expo2020 Dubai**

Creative consultancy role with Expo2020 Dubai spanning 4 years. Guiding creative strategy and venue capability for the key event site of Al Wasl Plaza. This included building a creative team to deliver numerous projects from concept to delivery while mentoring a local team and empowering them to deliver this major event on the world stage. The delivery involved oversight of all content coming into the venue from various sponsors and participating countries as well as concept development of all in-house productions.

- Initial technical assessment of Al Wasl Plaza covering of all areas of AV and back of house ceremonial function for this complex site. Recommendations to achieve the specified goals of Expo2020.
- Creative strategy for Al Wasl Plaza, defining the *spirit of Al Wasl* that was used to define all creative expression on-site.
- Liaising with both Government and corporate bodies for various sponsor engagements in line with contractual obligations.
- Preparation of RFT documentation for all day and evening entertainment packages for the 6 month operation of the site.
- Consultation and deployment of creative studio structure, animation studio workflows and operational systems.
- On-site and remote management and direction of the in house creative studio.
- Creative consultancy for all in house and remotely produced animation, live performance and drone shows.

**ELEVATE SYDNEY – 2021****Creative consultancy**

- Drone show, Concept integration with AR and physical lighting design.

**THE LIGHTS OF CHRISTMAS – 2010–2020****Creative Director, Production Manager**

For over 10 years I have directed this celebration of Christmas in Sydney with a projection mapped Christmas show onto the Façade of St Mary's Cathedral.

- Concept development, creative direction, Production Management, Animation Direction, Soundscape Direction

**BEAUTY RICH AND RARE – 2018–2019****National Library of Australia 2018 | Smithsonian National Museum of Natural History 2019****Creative Director, Production Manager**

A 20 min immersive exhibition, telling the story of the voyage of discovery to Australia from the perspective of Joseph Banks and his team of botanists and artists aboard the first voyage to Australia on the Endeavour with Captain James Cook.

- Concept and story development, Storyboarding and style-frame development for animation, Animation Direction, Technical overlay and install, Soundtrack Direction

**OZFEST, DELHI – 2012****Creative Director, Production Manager**

The opening ceremony of OzFest Delhi. A cultural diplomacy festival for DFAT featuring performances by Gurrumul, Anoushka Shankar and Mark Atkins in front of a projection mapped ancient monument. Our show opened the festival to 2000 VVIPs, marking the way for 100 separate events planned for program during India's festival season.

- Concept development and collaboration with the artists, Creative Direction, Production Management and Stage Design