



MEDIA KIT

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Martin Paten Festival Director: Biography

Martin's break into arts administration and creative arts direction largely started in 1994 when he became the City of Essendon (later Moonee Valley's) inaugural Community Arts Officer, a role he held for 4 years. During this time, Martin was the Director of the Moonee Valley Festival – which under his care evolved to become the vibrant community festival it remains today. Martin was Program Manager of Arts and Culture for the City of Moonee Valley and Manager of the Incinerator Arts Complex. He was instrumental in having the historic Walter Burley Griffin Incinerator recognised as a nationally significant building, classified by the Historic Buildings Council and secured funding to see it developed into a major Arts facility.

In 1997, Martin commenced work with the City of Melbourne, for whom he performed numerous critical roles within the Arts and Culture Branch. Martin managed a major review of the Melbourne Moomba Festival to rebuild its reputation as one of Australia's leading community festivals, also formulating new measures around public safety for Melbourne's major outdoor events. With Arts Projects Australia (APA) Martin enabled major new initiatives to be realised such as the Tram Parade, French company, Groupe F, fireworks and other international street theatre performances. Martin has managed programs that include the City of Melbourne's Arts Grants, International Arts and Major Festivals; these include key relationships with Melbourne International Arts Festival, Melbourne International Comedy Festival, Melbourne International Film Festival, Melbourne International Jazz Festival, Melbourne Writers' Festivals, Midsumma Festival and Melbourne Fringe Festival.

From 2002, Martin commenced management of the City Culture and Collections Team. In addition to festivals, his management role included overseeing the City's Art and Heritage Collection, comprising over 5000 cultural assets valued at over \$34 million, Public Art Program including the Laneway Commissions and Melbourne Conversations Program, a series of free public talks on local and global cultural topics. These programs have significantly enhanced Melbourne's recognition as a city that promotes ideas, discussion and critical debate, and one that transforms its public spaces and buildings to reveal surprising, intimate and astounding, ephemeral and lasting artistic intervention. Major cities from overseas regularly seek information on these programs as leading models to learn from.

In 2007 Martin directed the planning and execution of the Memorial to Pastor Sir Douglas and Lady Gladys Nicholls; the first figurative memorial in Melbourne dedicated to Indigenous leaders. This memorial now sits proudly in Parliament Gardens and is recognised as a major symbol of contemporary indigenous culture. Martin represented Australian local governments in Tokyo at the invitation of Asialink to propose and influence the role city governments can play in supporting future visual arts exchanges between Australia and Japan (2007). Martin has been a Board and Committees representative of the City of Melbourne's Public Art Committee, Contemporary Acquisitions Panel and Cultural Affairs Advisory Board. (2002-2007), International Arts Network (2007), Commonwealth Games Legacy Program (2005) and Big West Festival (2001). Martin currently sits on a number of arts Boards including representation on the Board of Regional Arts Victoria, Federal Government's Regional Arts Fund and Chair of Arts Victoria's Programming and Presentation funding panels.

Martin commenced the role of Director of the Castlemaine State Festival in March 2008, and was contracted to deliver the 2009 and 2011 Festivals. Martin delivered a resoundingly successful 2009 event- artistically and financially. The 2009 Festival attracted 54,000 patrons, won an Australia Business Arts Foundation award for Best Regional Partnership, formulated extensive private, community and government partnership relationships, and re-established its reputation as one of the most anticipated regional cultural festivals.



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