



I am delighted to introduce SAM JAVID our new Creative Director. Sam will be joining the Culture Trust, Luton team in mid-August and we look forward to welcoming him.

Sam was raised in Bristol but has worked in Leicester for the last 11 years where he has designed and delivered outdoor and indoor music programmes, live art and dance performances, visual art, light and sound installations, carnivals, professional and community theatre, heritage projects and exhibitions, workshops, schools and educational work and creative outreach programmes. Sam has also worked in Slough, Hounslow, Crewe, Corby, Nottingham, London, and Lincoln.

As the former **Executive Artistic Producer at ArtReach**, a leading cultural development agency, Sam founded a number of cultural programmes including: *Journeys Festival International*, an exploration of refugee and asylum seekers arts; *Liberty UK*, a touring multi-art form festival celebrating freedom and democracy; and *Light up Leicester*, a large outdoor illuminated event attracting 60,000 people across 4 days. As part of a **Creative Europe programme**, Sam led a partnership of 12 major arts organisations across 10 countries. He supported the group to develop exciting and innovative commissioning, which will now see 75 new digital, performance, visual art, or music-led projects delivered across the continent in 2021/22. As the **Producer for Leicester Comedy Festival** he oversaw the development of new models and structures that enabled the event to deliver over 800 shows, across 60 venues, in 3 three weeks, reaching over 100,000 people annually. Working with TV channels, radio producers, and agents, Sam supported many new acts to find the right audience and grow their comedy careers. He also **stage-manages the Cabaret Tent Glastonbury Festival**.

Sam is the **Chair of the Midlands centre for fine art printmaking**, Leicester Print Workshop, where he has recently supported the charity through a complex and challenging pandemic year and so is well experienced in managing teams, venues, resources and other essential organisational functions. Using his strategic, leadership, and fundraising expertise, he helped Leicester Print Workshop emerge as more resilient and sustainable organisation. Sam also brings further experience from a range of **non-executive trustee role, including Curve theatre and City of Sanctuary**.

“Luton has so many incredible makers, producers, curators, artists, cultural activists and creative industries – I’m honoured to be joining the community here. I’ll be reaching out and asking people to show me around the town so that I can understand different perspectives on culture, and what it means across Luton. The Culture Trust is nationally recognised, and locally loved, and a key aspect of my role is to amplify our cultural offer at Wardown House, Stockwood and the Hat District, and to connect communities through world-class cultural programmes. I look forward to immersing myself in Luton and working with our amazing team, partners and funders to grow our offer and impacts. If you see me around, say hi 🙋” **Sam Javid**

We are developing a series of round-tables conversations with Sam and the team to make post-covid reconnections, develop new relationships and further collaborate with existing partners and stakeholders. Sam will send more information out when he joins us, but ahead of that, if you would like to have an early conversation with Sam or take him on a Luton walk-about please let me know marie.kirbyshaw@culturetrust.com

Marie Kirbyshaw