

JOHN ROWE

CREATIVE DIRECTOR | SHOW DIRECTOR

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Energetic and highly skilled creative with a vast range of professional experience across the industry including theme parks, cruise ships, musical theatre, television and large-scale events.

With a Bachelor's Degree in Music, and 25+ years experience on creative teams as show creator, show director, scriptwriter, musical director, music producer, composer and lyricist, alongside his professional performing and teaching careers, John's extensive and unique talent set have made him a highly sought after creative. His infectious energy and excellent interpersonal skills combined with a natural gift for positive communication have cemented his leadership abilities as show director. He has worked internationally both leading and collaborating with creative and technical teams and a myriad of performers to deliver magical, memorable and moving shows and events from inception to performance.



PROFESSIONAL EXPERIENCE:

Millennium Entertainment International (1998-2017)

Creative Director (Projects) | Show Director | Creative Content Producer

MEI is one of the biggest producers of licensed live family entertainment in South East Asia and the Middle East with offices in Hong Kong, Singapore, Dubai and London.

- Created over 90% of the company's content with countless shows and events of various sizes.
- Responsibilities have included creating and developing concepts; producing content as a scriptwriter, show writer, composer, musical director/producer and voice director; and working as show director and casting director.
- Directed and managed creatives, cast, stage management and technical staff.
- Created treatments and prepared detailed presentations for licensors, clients and creative teams.
- Developed, created and directed multi-media components for live shows, such as interactive video and interactive app devices.
- Extensive approvals processes with the various licensors, and liaising with the respective creative departments of the IP owners.
- Writing and directing with awareness of cultural sensitivities specific to each region
- Coordinated the translation and recording of a number of shows into other languages (including Arabic, Mandarin and Thai).
- Responsible for casting and directing talent in many different countries, and across languages.

MAJOR TICKETED TOURING SHOWS FOR MEI:

- **Smurfs Live On Stage (2015-18):** Full-scale touring musical based on the world-famous Smurfs characters and featuring an all original score. World premiere in Dubai 2015, followed by multiple international show tours by multiple casts throughout Asia, the Middle East and Europe. Coordinated the translation and re-recording of the show in multiple local languages (Mandarin, Thai, French, Polish, Romanian). Creative/Artistic Director, scriptwriter, show director, co-composer & music producer, voice director, casting director.

- ***Christmas with Thomas & Friends (2015)***: A ticketed theatre show produced for the international debut of Hong Kong's Udderbelly Festival, performed in a large upside down purple cow tent from Europe, on the banks of Hong Kong's iconic harbour. Licensed by HIT Entertainment. Show creator, script writer, show director, casting director.
- ***Ben 10 Live - Power of the Omnitrix (2009/10)***: Large scale arena style theatrical event featuring actors, acrobats, stunt performers, and special effects. Toured internationally throughout Asia, the Middle East and a multi-city Australian tour. A story /dialogue driven show with high octane action/stunt sequences, created with extensive consultation and approval processes with Cartoon Network. Show creator, script-writer, music & soundtrack producer, voice director, and casting consultant.
- ***Cartoonival! (2006)***: Cartoon Network's first full scale live theatrical event / musical. The originally created storyline and a 100% original score brought together CN's most popular cartoon characters including Powerpuff Girls, Dexter's Lab, Foster's Home for Imaginary Friends and Hi Hi Puffy Ami Yumi. Toured theatres and arenas throughout Asia. Creative/ artistic director, scriptwriter, co-composer & music producer, voice director, casting director, show director.

MALL SHOWS FOR MEI (HIGHLIGHTS):

- ***Shoppies Search for a Star (2017)***: A storyline stage musical based on Moose Toys' Shopkin's characters, featuring original songs in a 4-girl pop group style for kids and tweens. Christmas variant also created. Touring throughout Asian region. Show concept, scriptwriter, co-composer & music producer, show director, casting director.
- ***Adventure Time Live: "AdFANTure Time" (2014)***: World premiere live stage production based on the quirky CARTOON NETWORK cartoon series, featuring songs from the animated series along with new original songs in a newly created story. Show concept, scriptwriter, show director, co-composer & music producer, voice director.
- ***Hello Kitty Karaoke TV (2012)***: A fast paced story driven show with the key SANRIO Hello Kitty characters performing hit pop songs. Show was performed in major Shopping Malls in Asia, and a three month season onboard Star cruises Hello Kitty themed cruise ship. Show concept, scriptwriter, show director, music producer, voice director.
- ***Ben 10 Live Stunt Show (2009)***: Live action scripted show with story line and stunt sequences performed to high energy music based on the CARTOON NETWORK animated series. Featured live actor Ben and Gwen and several alien monster characters and video sequences on large screen. Show concept, scriptwriter, show director, voice director, video producer.
- ***Ice Age Live (2005)***: Live stage show with original songs and unique stage layout, based on the 20TH CENTURY FOX Ice Age movie franchise. Featuring suit characters, puppets and a giant woolly mammoth puppet, plus live host. Show concept, scriptwriter, show director, composer & music producer, voice director.
- ***Clara's Dream (2002-2005)***: The classic story of the Nutcracker adapted as a contemporary musical with a Disney-style treatment and performed at Raffles City Singapore with later tours to large shopping malls throughout Asia. Featured an all original score and a cast of 14 live performers. Creative/artistic director, scriptwriter, show director, composer, music producer, musical director, casting director.

OTHER SHOWS:

- Teletubbies, Zingzillas, The Smurfs, Furby, Barbie, Hanna Barbera Classic Characters, Warner Brothers Classic Characters, Alvin and the Chipmunks, Thomas the Tank Engine, Spiderman, Action Man, Oddbods, Classic Fairytales.

Australian Institute of Music (2016)

Artistic Director | Show Director | Scriptwriter

Artistic & show direction for a ticketed professional production featuring contemporary vocalists from AIM's Bachelor of Music program in a theatrical setting. Shows in Sydney & Melbourne.

VivoCity Singapore Annual Anniversary Event (2007, 2011-13)

Artistic Director | Show Director | Musical Director

A series of bespoke large-scale annual events for VivoCity in Singapore, featuring an international cast of live singers, dancers and specialty/circus acts with a unique theatrical through-line on a given theme, set to specially arranged music. Each event featured a unique stage design built from the ground up inside a 1200 seat rooftop amphitheatre, and played for a 10 day season.

Singapore Repertory Theatre (2011)

Show Director | Writer/lyricist

Commissioned by Singapore's premier theatre company to write and direct a new children's work based on the classic story "Jack & The Beanstalk" for a full season at SRT Theatre. Worked as lyricist with local composer Ruth Ling to create an original score. Songs from this production were also featured on SRT's children's CD release in 2013.

Victorian State Schools Spectacular (2008)

Creative Director | Show Director | Scriptwriter

"Made In Australia" was a large-scale musical and dance spectacular produced by the Department of Education featuring 2,500 Victorian State School Students, held in Melbourne's Hisense Arena.

- Worked with creative team to create a format a theatrical through line through line for the concert.
- Conceptualised a series of moveable stages that came together in different shapes and formations on the arena floor.
- Personally coached and stage directed solo performers.
- Lead the creative team (Choreographer, musical director, lighting designer, costume designer) and production/stage management teams for a highly successful series of performances

Australian Idol (2006 & 2007)

Performance Coach | Movement & Stage Director

Australian Idol was Fremantle Media's high-rating Australian franchise of the international TV talent format, televised nationally on Channel 10.

- Coached & staged contestant's weekly performances from Top 24 through to grand finals.
- Choreographed and stage directed weekly group performances for live broadcast.
- Featured in on-air profiles highlighting the behind the scenes work with contestants
- Choreographed and stage directed the group and solo musical numbers for the Sydney Opera House Grand Finals, including featured special guest Lionel Ritchie in 2007 (one of Channel 10's highest rating broadcasts)

Dubai Summer Surprises / Dubai Shopping Festival (2000-2016)

Show Creator | Show Director | Music & Soundtrack Producer | Voice Director | Casting Director

DSS & DSF are major festivals for Dubai attracting large numbers of international visitors.

- Created and directed the televised opening ceremony in 2001 with a cast of 50 international performers.

- Created bespoke live stage shows based around the festivals main animated mascot character Modhesh and developed other supporting characters in line with the various themes for each year.
- Produced unique musical arrangements and composed original songs featured in shows.
- Created 2 special events for Eid Celebrations in 2014 & 2015
- Arranged and recorded Arabic translation and directed local language and bi-lingual versions of shows

Dubai Knowledge Village Opening Ceremony 2003

Artistic Director | Script Writer

Opening Ceremony commissioned by His Highness Sheikh Mohammed bin Rashid Al Maktoum, featuring actors and multi media in a theatrical representation of the rich tradition of learning through the great thinkers and poets of history.

Australia's Wonderland Theme Park (1995-98)

Entertainment & Show Director

Australia's Wonderland (later rebranded as Wonderland Sydney) was Australia's largest theme park. Responsible for designing, planning, creating, directing and managing the entire theme park's live entertainment program. Key tasks and responsibilities:

- **Plan & Implement:** In cooperation with park management, established the forward plan for the entertainment department both financially and creatively. This was a major contributing factor to the operation of an entertainment-based theme park.
- **Create & Direct:** Responsible for the creative content of the program and the writing, producing and directing of all live shows across 5 themed areas. Scripting and production of in-park announcements and music content. Creation and direction of special events and seasonal events. Development and directing of pre-ride theatrical experiences, character meet & greets, and street theatre entertainment.
- **Produce:** Employed and coordinated all production creative staff: choreographers, costume designers, set designers, costume and set manufacture, audio and lighting.
- **Cast & Manage:** Responsible for casting of performing talent and hiring of production team, plus the on-going management of the Entertainment Department. All operational responsibilities including budgets, personnel management, rosters, OHS etc. Management of in excess of 200 entertainment staff members - performers, stage managers, wardrobe, audio, front of house.
- **Maintain:** Responsible for the maintenance and quality control of the program via note taking, ongoing direction and clean up calls for performers.

SHOWS CREATED & DIRECTED:

Hanna Barbera Celebrity Gala Night (flagship live show with singers, dancers and character suit performers), Songs From the Homeland (Themed country music stage show), Boogie Wonderland (70's themed stage show), Soulvation (Soul music themed stage show), Outback Woolshed Experience (Featuring live stockman, live horses and sheep shearing in a theatrical event), Rock n Roll Roadshow (50's Rock show), Motown Experience.

Grayboy Entertainment (1993-2003)

Musical Director | Stage Director | Creative Consultant

Grayboy produces onboard production shows and entertainment for major cruise ship companies including P&O, Princess and Norwegian Capricorn Line.

- Musical Direction of vocalists for production shows.
- Direction and re-staging of musical numbers of existing licensed production shows.
- Creation and co-direction of new locally produced production shows.
- Scriptwriter for onboard Cabaret shows and skits.

Disney Live (1993-95)

Musical Director | Creative Consultant

As well as performing for Disney Live productions, John was given the opportunity to become involved creatively.

- Musical direction for vocal rehearsals for productions and special events (eg: "Rock Around the Mouse" and "Toontown" for live performance in AMP Shopping Malls; and Disney Live featured segment on Channel 7's Carols in the Domain)
- Musical content and creative consulting for corporate presentations and events.

Other Employment

Various

TEACHING/COACHING:

- Lasalle College of the Arts, Singapore (Artist in residence 2011-12)
- ED5 Performing Arts, Sydney (Vocal & performance coach, 2004-10)
- Australian International Performing Arts High (Voice teacher 2006)
- McDonald College (Musical performance teacher / coach 2004)
- Westfield Sports High (Music teacher 1992-93)

PERFORMING:

- Neglected Musicals / Hayes Theatre (Various shows 2010-14)
- Kingdom of Paramithi TV show (starring role, Channel 9/Nick 2008/09)
- Dorothy the Dinosaur TV Series (guest star, The Wiggles 2007)
- Carols in the Domain (guest featured vocalist 1998)
- Grease The Arena Spectacular (Lead role - Roger 1998)
- Good Morning Australia TV Variety show (guest vocalist 1998/99)
- Disney Live Australia (Various stage shows and special events 1992-94)
- Sesame Street Live (Role of Cookie Monster 1989-90)
- Australia's Wonderland (Singer/dancer/actor 1985-89)
- Various voice over recordings , animated voice overs & studio session singing
- Emcee for large scale events
- Singer for live bands

ADJUDICATING:

- City of Sydney Eisteddfod (adjudicator for Contemporary vocal competition and Singer of the Year, advisory panel member 2013-2018)

EDUCATION / PROFESSIONAL TRAINING:

- BACHELOR OF MUSIC ED (1990 University of NSW, Australia)
- PERFORMER TRAINING (AMEB Grade 7 Classical Singing; Dance training Bodenweiser Dance Centre & Sydney Dance Company; Actor training Actors Centre Sydney)

PROFESSIONAL SKILLS:

Pro Tools (+++++)
Logic Pro (+++)

Premiere Pro (+++)
After Effects (++)
Photoshop (+++)

Microsoft Office (+++++)
Final Draft (++++)
Montage (+++++)

REFERENCES: Available upon request