

Danny Butt – CV

<http://www.dannybutt.net> - danny@dannybutt.net - +64 21 456 379

SUMMARY

- 15+ years experience in the creative sector across contemporary arts, design and music with extensive personal and professional networks in NZ and internationally
- 7+ years academic and teaching experience, building new research infrastructure and leading new academic programme developments in digital media.
- Certified Management Consultant with consultancy and strategic planning for leading national and international organisations in culture, media and economic development

ACADEMIC EXPERIENCE

UNIVERSITY OF AUCKLAND, Auckland, 2007-2008

Lecturer, Critical Studies, Elam School of Fine Arts

- Wrote and lectured introductory critical studies paper for all first year visual arts and design students.
- Supervision of Honours and MFA students.

UNITEC New Zealand, Auckland, 2004

Lecturer, Theory, School of Design (tenured)

- Convenor of final year theory and research papers for Bachelor of Design degree; also taught contemporary theory and introductory art and design history.

WAIKATO INSTITUTE OF TECHNOLOGY, Hamilton, 1999-2003

Director, Creative Industries Research Centre (July 2002 - Dec 2003)

Programme Manager, Lecturer in Digital Media (2001 - July 2002)

Lecturer in Design (1999 - 2000 [p/t 1997/8])

- Led development of research centre infrastructure for creative industries sector. Developed collaborative research initiatives with business, government, and community organisations, including gaining external contracts with NZ Government Ministries; convening nationally significant new forums and conferences on artistic research practices; developing a new media arts residency in collaboration with the Australia Council for the Arts; and leading the department to the institution's best performance under the Performance Based Research Fund assessment 2003.
- Led team of 5 design educators, functional relationships with over 30 staff. Managed development of a new Digital Media major for the undergraduate programme, facilitating professional and cross-departmental input from design and visual arts programmes. Averaged 4.4 out of 5 on teaching evaluations by students. Supervision of postgraduate Honours projects.

PROFESSIONAL EXPERIENCE

SUMA MEDIA CONSULTING, Auckland/Sydney, 2005-Present

Partner (New Zealand)

In 2005 ICVP was relaunched as Suma Media Consulting providing consulting and research services to leading Asia-Pacific organisations adapting to the new media environment. Selected recent projects include:

- Development of digital media business models for the Australian Broadcasting Corporation, now currently being implemented through ABC Commercial.
- Review of digital media research programmes at Queensland University of Technology's Institute for Creative Industries and Innovation.
- For the Waikato Institute of Technology, a demand analysis and business case for two incubators for creative enterprise, currently in development.
- *Digital Rights Management and Music* - consultancy for Queensland University of Technology Creative Industries Research and Applications Centre.

ICVP, Auckland/Wellington, 1997-2000

Co-Director (1998 - 2000)

Research and Communications specialist (1997 - 1998)

- Developed online content strategies, business models and plans, and performed research for clients who are national leaders in the media and entertainment sector, including The Radio Network, New Zealand's largest radio company; Saatchi and Saatchi NZ, New Zealand's leading advertising agency. Interactive design for significant New Zealand websites including: The Listener, PolyGram NZ, Look Outdoor, Museum of New Zealand Te Papa Tongarewa.

GALERIE DESSFORD VOGEL, Dunedin, 1994-1995

Publishing Manager

- Coordinated four publicly-funded galleries and developed curatorial processes for *Codec*, New Zealand's first national online contemporary arts project.

RADIO ONE, Dunedin, 1993-1994

Co-Editor, Spec Magazine (Music magazine)

NUMEROUS FREELANCE PROJECTS in publishing/new media 1993-6, including:

- Research and interaction design for *Hawaiki*, a touch-screen game designed by Terabyte Interactive for Te Papa Tongarewa / Museum of New Zealand (1996). Founding Co-editor, *@punnet* - New Zealand's first print magazine on Internet issues (1993-1994). Art Reviewer, *Otago Daily Times* (1993).

EDUCATION AND QUALIFICATIONS

- **PhD Candidate**, University of Melbourne. Thesis title: "Creative Practice, Creative Research, Creative Industries: The transformation of the creative practitioner in research and innovation policy"
- **Certified Management Consultant (CMC)**. Institute of Management Consultants New Zealand 2008.
- **Master of Arts (Media) by Research**, Macquarie University, Sydney 2004. Thesis title: "Class in the Information Society: Socio-economic inequality in the new media environment". Vice Chancellor's Commendation for Excellence in Research.
- **Certificate in Adult Teaching**, The Waikato Polytechnic, Hamilton 1999.

CURRICULUM DEVELOPMENT

- **Digital Media Design major in the Bachelor of Media Arts** - Includes ten separate courses. Waikato Institute of Technology (2001)

BOOKS

- (with Jon Bywater and Nova Paul) **PLACE: Local Knowledge and New Media Practice (editor)**. Cambridge Scholars Press. Cambridge, 2008.
- **Internet Governance: Asia Pacific Perspectives (editor)**. Published by Elsevier and UNDP-APDIP. Bangkok. 2006

PEER-REVIEWED ARTICLES AND CHAPTERS

- **Evaluating ICT For Development**. Journal of Community, Citizen's and Third Sector Media and Communication, 3 2008.
- **Local Knowledge and New Media Theory**. In Ballard, S and Brennan, S. (Eds.) *Aotearoa Digital Arts Reader*. Clouds Publishing, Auckland. 2008.
- (with Rajesh Sreenivasan and Abhishek Singh) **ICT4D in Asia Pacific – An overview of emerging issues**. in *Digital Review of Asia Pacific 2007/8 edition*. Ed. Felix Librero. UNESCO Chairs in Communications (ORBICOM), International Development Resource Centre (IRDC), Sage Publications, 2007.
- **Internationalized Domain Names**. APDIP E-note 9. Bangkok, United Nations Development Programme - Asia Pacific Development Information Programme 2006.

- **Local Knowledge: Place and New Media Practice.** Leonardo Journal of Art and Science, 39(2) 2006. (MIT Press).
- (With Axel Bruns) **Digital Rights Management and Music** in Media and Arts Law Review 10(3) 2005.
- (With Norbert Klein) **Internet Governance and Cultural Diversity** in D. Butt (ed.) *Internet Governance: Asia Pacific Perspectives*. Elsevier/UNDP. Bangkok 2006
- **Creative Industries in Hobbit Economies: Wealth Creation, Intellectual Property Regimes, and Transnational Production** in Sean Cubitt, Thierry Jutel, Barry King and Harriet Margolis, eds. *Studying the Event Film: The Lord of the Rings*. Manchester: Manchester University Press, 2008 (in press).
- **Class Analysis, Culture and Inequality in the Information Society.** International Journal of Media and Cultural Politics, 2(1) 2006.
- **New Zealand Chapter** (Book Chapter) in *Digital Review of Asia Pacific 2005/6 edition*. Ed. Chin Saik Yoon. UNESCO Chairs in Communications (ORBICOM), International Development Resource Centre (IRDC), Asia Pacific Development Information Programme (APDIP) of the United Nations Development Programme (UNDP), 2005.
- (With Madanmohan Rao) **Content and Information and Communication Technologies: Challenges, Innovation and Prospects for the Asia-Pacific.** *Digital Review of Asia Pacific*. Ed. Chin Saik Yoon. Ottawa: UNESCO Chairs in Communications (ORBICOM), International Development Resource Centre (IRDC), Asia Pacific Development Information Programme (APDIP) of the United Nations Development Programme (UNDP), 2003.
- **New Zealand Chapter** (Book Chapter) in *Digital Review of Asia Pacific*. UNESCO Chairs in Communications (ORBICOM), International Development Resource Centre (IRDC), Asia Pacific Development Information Programme (APDIP) of the United Nations Development Programme (UNDP), 2003.
- **Designing Graduates: Reshaping Undergraduate Study in New Media**, ANZCA 2002 Conference Proceedings Gold Coast 2002. Reprinted in *C+C: An Interdisciplinary Journal Of Critical + Cultural Studies*, (1), Vancouver 2003.
- **Fibrous Amigos: The Critical Pursuit of Democracy** (with Molly Hankwitz): *fibreculture: - politics of a digital present*, fibreculture publications, Melbourne 2001

OTHER PUBLICATIONS (Selected)

- **Craft, Context and Method in Creative Industries Research.** in Geert Lovink and Ned Rossiter (eds) *MyCreativity Reader: A Critique of Creative Industries*, Amsterdam: Institute of Network Cultures, 2007. ISBN 978-90-78146-04-9
- **Cosmopolitanism, Nationalism, and the Creative Industries.** Published in *THE CREATIVITY* magazine, Amsterdam. Institute of Network Cultures November 2006.
- **Services, the Knowledge Economy, and Information Technologies.** Published in *Knowledge Management in the Services Sector*. Book published by ICFAI University Press, Hyderabad, India 2006.
- **Net Neutrality: No Easy Answers.** Media International Australia incorporating Culture and Policy No. 120. August 2006
- **Strategic Digital Arts Developments in Aotearoa New Zealand.** Published in edited conference proceedings, *Regeneration of Digital Art - The International Symposium on Digital Art in Taiwan*, National Chaio Tung University, Hsin Chu, Taiwan. December 2004.
- **Digital Rights Management and Cooperation Report** - Association for Progressive Communication, Australia 2004
- **Fibreculture 2002: Networks of Excellence** (Managing editor) (Aus.) 2002
- **SyQuest University** (catalogue essay) for exhibition *Honestly?* Artspace (NZ) 2002
- **Do Art-droids Dream of Electric Sheep?** Artlink Magazine (Aus.) 2001
- **Bad Aboriginal Art: Tradition, Media and Technological Horizons** (review) - Log Magazine (NZ) (1988)

- **Interview with David Carson** - Midwest Magazine (NZ) (1997)

INVITED PRESENTATIONS

- **Evaluating ICT for Development.** Keynote address to Making Links Conference, Sydney, October 2007.
- **Cultural, Economic and Urban Geographies in Beijing's Creative Industries.** Panellist at Borderline Festival, Beijing Film Academy, June 2007.
- **Leaving New Zealand to Become Local.** Presentation to 'Sweet As?' *Ethnic and Pākehā New Zealanders talk identity and dominance in a colonised land*, Wellington, June 2007.
- **Ecomatics: New Media and the Environment.** Plenary Presentation to *Second International Science and Art Forum*, Shanghai, May 2007.
- **Pākehā / Taiwi and Tino Rangatiratanga.** Presentation to *Parihaka International Peace Festival Forum*, Taranaki, January 2007.
- **Craft, Context and Method in Creative Industries Research.** Plenary presentation to *MyCreativity: Convention of Creative Industries Researchers*, Amsterdam, November 2006.
- **Creative Practice and Creative Research.** Plenary Presentation to *Second International Art and Science Exhibition and Symposium*, Beijing, November 2006.
- **Home: Local Knowledge, Belonging, and New Media.** Keynote Presentation to *Aotearoa Digital Arts / Solar Circuit Symposium*, New Plymouth, July 2006.
- **The Open Regional Dialogue on Internet Governance in the Asia Pacific.** Plenary presentation at *High Level Asia Pacific Conference for the World Summit on the Information Society*, Tehran June 2005.
- **Location, Location, Location: Property in the First and Fourth Worlds.** Plenary presentation at *Contested Commons / Trespassing Publics* Conference, Delhi January 2005.
- **Strategic Digital Arts Developments in Aotearoa New Zealand.** Keynote presentation to *Regeneration of Digital Art - The International Symposium on Digital Art in Taiwan*, National Chaio Tung University, Hsin Chu, Taiwan. December 2004. [Proceedings published by NCTU].
- **Market Cultures / Culture Markets,** Invited presentation to *Digital Media and Culture Seminar* series, Centre for Media Research, University of Ulster Coleraine, UK July 2004
- **New Media, New Networks: Opportunities for collaborative new media development in the Asia Pacific.** Invited presentation to *Old Pathways/ New Travellers: New Media Arts and Electronic Music in the Asia Pacific* colloquium, UNESCO/Sarai Centre for Study of Developing Societies, Delhi December 2003
- **Digital Media and ICTs in New Zealand** Invited presentation to *Digital Review of Asia Pacific* meeting, UNESCO/IDRC/UNDP, Kuala Lumpur November 2002.

OTHER PAPERS PRESENTED (Selected)

- **Biculturalism as Multiculturalism.** Presented at *Biculturalism or Multiculturalism?* Conference, Christchurch, September 2005.
- **Cultures of Internet Governance: From global coordination to trans-cultural dialogue.** Presented at *Incommunicado* conference, Amsterdam, June 2005.
- **Home Improvement: Differential consciousness & colonial collaborations.** Presented at *Dialogues Across Cultures* Conference, Melbourne July 2004.
- **On "New Zealand" "Studies".** Presented at *New Zealand Studies Association* Conference, London, July 2004.
- **Cultivating Power: New Informational Class Relations.** Presented at *Ute Culture: The Utility of Culture and the Uses of Cultural Studies* Cultural Studies Association of Australia Conference Melbourne December 2002.
- **Class, Culture, and the Network Society,** Ruling Class, Ruling Culture conference, Melbourne July 2002.
- **Slow Connections: Building Non-urban infrastructure online** Poverty, Prosperity, Progress conference, Wellington November 2000.

SCHOLARLY/DISCIPLINARY/ADVISORY ACTIVITY (selected)

- **Broadband Advisory Group**, Auckland City 2006-8
- **Creative Industries Advisory Panel**, Auckland City 2006-8
- **The 2nd Art & Science International Exhibition & Symposium** (Tsinghua University, Beijing) - Advisory Committee 2006
- **ISEA(InterSociety for Electronic Arts) Symposium** - Jury, Advisory Committee and programme committee 2005/2006 ; International Programme Committee 2008.
- **Pacific Rim New Media Summit 2006** - Steering Committee and Chair of Working Group on Place and Practice.
- **Cultural Futures: Place, Ground and Practice in Asia Pacific New Media Arts**, Auckland - Coordinator and Programme Chair, 2005
- **Common Ground** online panel on artistic practice and intellectual property - Moderator. Tate Gallery, London. September-October 2005
- **SPARK3: Art, Design, Music, Screen, Media Conference**, Hamilton - Programme Chair, 2003
- **Creative Practice as Research** forum and workshop, Hamilton - Convenor 2003
- **The Future of the Creative Industries in the Region** international forum, Hamilton - Convenor 2003
- **FibreCulture Journal** - Editorial Advisory Board Member
- **Second Nature Journal** - Editorial Board
- **5th Digital Arts and Culture (DAC) conference, Melbourne** - Academic Board Member 2003
- **KnowledgeWave Conference** - Selected for New Zealand's "Emerging Leaders" programme 2003.

RESIDENCIES

- **Centre for Media Research**, University of Ulster, Coleraine, UK June-July 2005.
- **Intration** Thematic Residency, Banff Centre for the Arts, Canada, May-July 2004.

AFFILIATIONS

- Associate Member, **ORBICOM International Network of UNESCO Chairs in Communications** (only New Zealand member)
- Member, **Institute of Management Consultants New Zealand**
- Member of Working Editorial Committee and editor of the new online edition of **Digital Review of Asia Pacific**, published by the International Development Research Centre (IDRC) and the UNESCO Chairs in Communications (ORBICOM).

EXHIBITIONS (selected)

- **Geomatics and Ecomatics: Three Stories** (curator). 2007 Shanghai International Science and Art Exhibition, Shanghai, 2007.
- **Farm Run** (curator), Room 3, Auckland, 1999.
- **Less to Impress**, Room 3, Auckland, 1997
- **Urbanal**, The Honeymoon Suite, Dunedin, 1997
- **Soft Cell**, The Honeymoon Suite, Dunedin, 1996
- **Missing** (w/ Seductor Productions), The Physics Room, Christchurch, 1996
- **Electronic Bodyscapes** (w/ Seductor Productions), Artspace, Auckland, 1995
- **pretext**, No.5 Gallery, Dunedin, 1993

CONSULTANCY (selected)

- **ABC Commercial Opportunities** - Consultancy for Australian Broadcasting Corporation (2007)
- **Review of Digital Media Research Programmes**. Workshop for Queensland University of Technology Creative Industries Faculty, Brisbane. (2007)

- **Design in Business Curriculum and Research.** Consultancy for Waikato Institute of Technology, Hamilton. (2006)
- **Media and Technology Research Cluster Planning.** University of Sydney, Sydney 2006.
- **Community-Based Host Visitor Model.** Pasifika Foundation Hawai'i, Honolulu
- **Joint University-Institute Incubator for Creative Enterprise.** Consultancy for Wintec and University of Waikato, Hamilton. (2005)
- **Internet Governance and Cultural Diversity.** Consultancy for United Nations Development Programme - Asia Pacific Development Information Programme (UNDP-APDIP), Bangkok. (2005)
- **Digital Rights Management and Music.** Consultancy for Queensland University of Technology Creative Industries Faculty, Brisbane. (2005)
- **Infrastructure for Online Community Development.** Consultancy for Australian Broadcasting Corporation, Sydney. (2002)
- **Revenue Models for Content Websites.** Consultancy for Australian Broadcasting Corporation, Sydney. (2001)
- **Online Media Production: Management Structures and Commissioning Procedures** Consultancy for Australian Broadcasting Corporation, Sydney. (2001)
- **Internet Presence Strategic Plan.** Consultancy for The Radio Network, Auckland. (2000)
- **The Internet for Advertisers.** Consultancy for Saatchi and Saatchi New Zealand, Wellington. (2000)
- **Internet Presence Strategic Plan.** Consultancy for New Zealand Film Archive, Wellington. (2000)
- **Waikato Wired: Increasing the Participation of Waikato's Small and Medium Sized Enterprises in the Online Economy.** Consultancy for Waikato District Enterprise Agency, Huntly. (2000)
- **New Zealand Rugby Football Union** - Content Strategy recommendations (1998)
- **Artspace** - Funding Application consultancy (1997)

DESIGN WORK (selected)

- **Now Magazine.** Website design for Polygram NZ (Client: Walkers Advertising), Auckland 1998.
- **The Listener.** Website design for Wilson and Horton magazine (Client: Walkers Advertising), Auckland 1998.
- **Look Outdoor.** Website design for outdoor advertising company (Client: Walkers Advertising), Auckland 1998.
- **Telecom product guides.** Website designs for Telecom New Zealand Website (Client: Saatchi and Saatchi New Zealand), Wellington 1998.
- **New Zealand Film Archive.** Website design for New Zealand Film Archive, Wellington 1998.

MUSICAL RECORDINGS (selected)

With The Tanaka Nixon Meeting:

- *Twelve Inches of Heaven* LP (Hells Half Halo USA 1998)
- *Blessed/Tanks 7"* (Giardia USA 1996)
- *The Ark* CD/LP (Giardia USA 1997)
- *North Harbour Free* (Recordings 1993-1995) CD (Precious Metal, NZ 1999)

With Flies Inside The Sun

- *An audience of others (including herself)* LP/CD (Kranky USA 1995)
- *Flies Inside the Sun* LP/CD (Metonymic NZ 1997)
- *Sleeping with the Devil 7"* (Siltbreeze USA 1996)

With Rain

- *Sediment* LP/CD (Metonymic NZ 1995)
- *Sycamore* LP/CD (Metonymic NZ 1998)

SELECT CURATED PERFORMANCES:

With The Tanaka Nixon Meeting:

- *Music for Piano (part 1)* (Dunedin Public Art Gallery 1997)
- *Music for Piano (part 2)* (Artspace, Auckland 1997)
- *Transmission* (Artspace, Auckland 1996)
- *the burning house. AIFF* (The Butcher Gallery, Dunedin 1996)
- *Artificial* (The Physics Room, Christchurch 1996)

References: available upon request.