

Chris Lorway

Director, Festivals and Performing Arts



Chris Lorway has recently joined Lord Cultural Resources after four years as the founding Artistic Director of the Luminato, Toronto Festival of Arts & Creativity, where he helped shape and implement the festival's overall artistic vision and program. Chris has over 14 years of experience in the arts and cultural field. He holds a Master of Art in Arts Administration from Columbia University, and a Bachelor of Music Education from University of Western Ontario. He also guest lectured at University of Toronto, Columbia University, NYU, OCAD and Humber College, and was a regular lecturer on financial modeling for the Clore Duffield Leadership Programme.

Current and recent projects with Lord Cultural Resources contributing to the performing arts include:

- Senior Consultant, King Abdulaziz Center for World Culture, Saudi Arabia
- Senior Consultant, Sarasota County Festival, Florida
- Senior Consultant, Rochester Arts Festival, Eastman School of Music

Chris has also worked on the other major cultural development initiatives as Senior Consultant with AEA Consulting in New York City including the following relevant projects:

West Kowloon Cultural District

Chris consulted on the development of a business plan to create an integrated arts, cultural and entertainment district in the heart of Hong Kong. The scope of work included the planning the preliminary operations, management and maintenance strategy for the cultural facilities that includes four museums, a multi-use art exhibition center, a three-theatre performing arts complex, a 10,000 seat performance venue, a water amphitheatre, as well as an outdoor programming strategy. The plan included designing for each facility the mission and programming strategy; audience profile; preliminary governance and management structure; funding and marketing strategy; education and community outreach initiatives; and strategic partnerships. Project team members included Cesar Pelli Architects, Kenzo Tange Architects, HOK, Wet Design, and Urbis.

New York City Opera

Chris consulted with the New York City Opera on a number of capital planning projects including assistance in the development of its business plan for moving to a newly constructed opera house at Ground Zero. The work included an extensive market analysis to assess the viability of finding an audience in Lower Manhattan; audience surveys and focus groups to determine the likelihood of attendance from current audience members if City Opera were to move downtown and; a financial model to help NYCO understand the revenue potential, fundraising requirements and expense implications of owning and operating its own opera house. Although City Opera was not ultimately selected to be part of the Ground Zero redevelopment, the work provided excellent baseline data for additional analysis as the Company searched for alternate sites for its new home.

In addition, Chris Lorway was the primary author of a competitive strategy for Edinburgh Festivals and has built operations models for a number of capital projects including Live Arts-Philly Fringe, Jacob's Pillow, City Center Signature Theatre Company, and 52nd Street project.