

ACADEMIC QUALIFICATIONS

2017	Australian National University: Doctor of Philosophy (Fine Art) Topic: <i>The Artist's Garden: Reshaping the Landscape</i> My PhD research investigates the artist garden tradition and the ways artists throughout history have used the designed landscape, plants and gardens as an expression of culture, and a symbol of human interaction and connection.
2016	FULT , Foundations in University Teaching and Learning Western Sydney University
2012	TAFE , Certificate IV, TAE
2006 – 2008	University of Newcastle: MPhil (Fine Art) Topic: <i>Regionalism in Australian Landscape Painting</i>
1979 – 1983	Queensland College of Art: Certificate IV, Commercial Illustration and Design

ACADEMIC EMPLOYMENT HISTORY

2013 – 2019 This includes the writing and delivery of face to face lectures and the production of a series of online lectures / interviews with leading design industry professionals and curriculum development	Sessional Lecturer / Tutor: WSU, Humanities and Communication Arts Bachelor of Design, Visual Communication – units taught include: <ul style="list-style-type: none">• <i>Graphic Design: Process and Practice</i>, (1st Year)• <i>Graphic Design: Understanding the Principles</i>, (1st Year)• <i>Graphic Design: The Professional Context</i>, (2nd Year) Unit Coordination• <i>Publications</i>, (3rd Year)• <i>Design Project</i>, (3rd Year)• <i>Major Design Project</i>, (4th Year)• <i>Social Design</i> (3rd Year)• <i>Researching the Visual</i> (2nd Year) Topics include: Design Process, Production, Branding and Packaging, Design through Making, Data Visualisation, Graphic Design for print and digital, Critical Thinking, Media Convergence, Media Strategy for print and digital
2016 – 2019 Includes curriculum development	Lecturer, WSU, The Academy – units taught include: <ul style="list-style-type: none">• <i>Leadership in a Complex World</i> (Massaging the Media)• <i>Creativity, Innovation and Design Thinking</i>• <i>Workshop: Unlocking the Power of Data</i>
2015 – 2019 Includes curriculum development	Tutor, WSU, College – units taught include: <ul style="list-style-type: none">• <i>Design Histories and Futures</i>, (1st Year) Subject Lead• <i>Graphic Design: Process and Practice</i>, (1st Year)• <i>Critical Thought in Design</i> (1st Year)• <i>Graphic Design: Understanding the Principles</i>, (1st Year)• <i>Visual Storytelling</i>, (1st Year)• <i>Introduction to Journalism, Communications</i> (1st Year)• <i>Tertiary Study Skills, Design</i> (1st Year)• <i>Academic Study Skills for Communications</i>, (1st Year)
2012 – 2016 Includes curriculum development	Teacher, TAFE NSW, Kingswood Campus, Fine Art Drawing Advanced Diploma, Diploma, Cert IV, Cert III in <i>Graphic Design</i> , <i>General Design Typography</i> (History and Theory) <i>Illustration</i> , <i>3D Form</i> , <i>Generate Design Solutions</i> , <i>Print Media</i>
2012 – 2015	Teacher, TAFE NSW, Kingswood Campus, Fine Art Drawing Advanced Diploma, Painting and Drawing (Method and material, critical, analytical, observational and experimental skills as applied in drawing and design)
2015 -2016 Includes curriculum development	Lecturer, WSI & Federation University Masters Program: <i>Professional Arts Practice, Painting, Studio Art Practice 4</i> Kingswood Campus
2011 – 2016	Workshop Arts Centre, Sydney Painting, and studio practice: (Analytical problem solving approach to art-making, identify a range of theories, ideas and concepts of formal aesthetics and their application through visual media)

* In the roles of Creative Director, Art Director and Designer I was required to be across all aspects of design relating to the running of a major daily newspaper and a national weekly news magazine. This included: typography, page-layout, news graphics, photography, illustration, production and printing. It also included editorial input and workflow. In these roles, art directors / designers are the key link between the editor > section editors > newsdesk > subeditors > graphic artists > illustrators > photodesk > production department > advertising and marketing departments.

1999 – 2008

Between 2003 and 2008 I was part of a team tasked with developing new editorial products, special reader offers and advertorials to combat circulation challenges, fragmenting readership and declining advertising revenue. (e.g. new commuter news products, SMH's online shopping business, ezine concepts and designs) and tailored editorial to attract different types of advertising

- **Art Director / Senior Designer** *The Sydney Morning Herald*, FairfaxMedia, News design
- News review covers and page layout
- News and features specials – planning and development of budget. e.g. Election coverage, Bali bombing, 9/11, Bulldogs salary cap coverage etc.
- Sport covers and specials – including Olympic coverage, World Cup Rugby, Melbourne Cup etc.
- Business cover design and illustration and major business graphics
- Concepts for major news graphics – liaison with Graphics Department
- Commissioning of feature illustrations and liaising with photodesk
- Redesign of *SMH* sections: including *News Review*, *Drive*, *Sport*, and *Business*
- Design and typography of *SMH* section – *Spectrum*, *Drive*, *The Guide*, *Icon*, *Good Living*
- Product development – *The Shed*, *Harbour Magazine*, *smhshop.com* and special inflight newspapers

1998 – 1999

- **Creative Director** *The Bulletin*, ACP
- Executive position (including duties as Art Director)
- Part of management team responsible for strategic planning and editorial focus, implementing technological initiatives, budgetary planning, marketing and advertising development.
- Overall responsibility for design, typography, photography, illustration, staffing, design workflow and quality control
- Other duties included: staff development and training and succession planning

1992 – 1998

- **Art Director** *The Bulletin*, ACP
- Responsible for: cover and feature design
- Management of Design Team and Production Department
- Arrangement and direction of photography and illustration
- Supervision of copy flow and production deadlines
- Liaison with printer and film house – checking film and proofs
- Overall responsibility for design, typography, photography, illustration, staffing, design workflow and quality control
- Other duties included: staff development, training and succession planning

In 1989 Australian Business Magazine became one of the first major national titles to be designed wholly on desktop computers and as the Art Director my job was to ensure a smooth, mistake free transition to the NEW digital age.

Launch Art Director *New Weekly*, ACP

Seconded to develop, design, implement and produce large scale consumer title to go head to head with *Who* magazine. This role was for one month only and was done in total secrecy and in tandem with my existing role as Art Director of *The Bulletin*. This project had a budget of \$15m and when launched, achieved weekly circulation sales of 235,000

1988 – 1992

- **Art Director** *Australian Business Magazine*, ACP
Plus: *Australian Capital Markets Yearly* / *Australian Business Collectors Quarterly*

1987

Deputy Art Director *Australian Business Magazine*, ACP

1986 – 1987

Designer Yaffa Publishing, Sydney

In this role I had the opportunity to work on over 27 different publications and gained a solid foundation and understanding of magazine layout, typography, and print production. Some of these include: *Australian Skiing*, *Power Boat* & *Australian Photography*

1986

Designer / Illustrator *Woman's Day*, Fairfax Publishing
magazine design: layout, typography and feature illustration

1983 – 1984

Designer / Illustrator Claude Neon, Brisbane
Typography / signage design, typography and full colour, hand-rendered presentations

COMPUTER SKILLS

Adobe Creative Suite: InDesign, Photoshop, Illustrator, Word, Excel, Powerpoint, Keynote, Cyber Graphics

SELECTED FREELANCE DESIGN & MEDIA EMPLOYMENT HISTORY

2008 – 2015	I have written various art and travel related articles for <i>The Sydney Morning Herald</i> , <i>The Age</i> and <i>Canberra Times</i> ; these include articles on artists Chris O'Doherty (aka Reg Mombassa), Elisabeth Cummings, Tim Storrier, John Olsen, and Luke Sciberras.
2006 – 2015 Project Manager responsible for all editorial, design, production and marketing. (Print & online)	Fairfax Media / Australia Day Project: The commissioning of leading Australian artists, the design and production and all written material, marketing and curation of a major Sydney and Melbourne exhibition and the design and launch of special reader event. As part of this editorial project I worked closely with the Business Development Unit to build and develop the now highly successful online fine art reproduction business which produced sales of \$1.4m in 2014.
2013 – 2017 During this period Inside Art.tv has been in discussion with FairfaxMedia & potential backers about possible joint ventures	INSIDEARTS.tv (existing / www.insideart.tv) <i>InsideArts.tv</i> is a new online video channel which has been developed to capture Australia's and Asia's large and growing arts market. <i>InsideArt.tv</i> has been operating for the past four years but a second expanded, new generation site (<i>InsideArts.tv</i>) is currently being developed with a view to provide comprehensive arts coverage across Asia. Michel Laurence and I have partnered with a boutique investment firm to produce this newly branded version of <i>InsideArts.tv</i> and will be an arts news channel delivering premium video content. It will be able to communicate directly with people with a passion for culture and lifestyle: art, design, music, theatre, film, unique travel experiences, food and wine, design and fashion. A key component of <i>InsideArts.tv</i> is the educational and online learning opportunities that could flow from the repurposing of our new and existing premium video news content. We have an existing archive of over 120 interviews with leading artists, curators and gallery directors and are developing tailored education video packages for secondary school programs. We believe the growth potential in Asia's tertiary education sector, particularly in the cross-cultural dialogue of the arts, is enormous.
2008 – 2018 Print media clients include:	Freelance design work during this period has included: Book, magazine and catalogue design, brochure design, corporate identity, logos, business cards., wine labels etc <ul style="list-style-type: none">• <i>Blue Mountains Cultural Centre</i>• <i>Newcastle University</i>• <i>Taronga Zoo AIR</i>• <i>World Expedition</i>• <i>Fairfax Media</i>• <i>Murdoch Books</i>• <i>City of Sydney</i>• <i>Century 21</i>• <i>KJA & Associates</i>
2007 – 2019 Art Travel: Lead guide	Over the course of the past twelve years I have developed an art and travel based project in partnership with one of Australia's leading adventure travel companies, <i>World Expeditions</i> . My role has been to market, sell and lead art expeditions to remote and iconic destination in Australia. These trips have resulted in more than two hundred artists travelling to paint and draw landscapes that include, West MacDonnell Ranges, The Flinders, Ranges Cradle Mountain, The Gammon Ranges and the Elders Ranges. As a result of these trips there have been more than 20 solo and group exhibitions featuring these landscapes.
Turkey /Gallipoli	In 2013, I organised and led a group of well known Australian artists on a trip to Gallipoli to produce work to commemorate the 100th Anniversary of the landing at Anzac Cove. This trip has resulted in three major touring exhibitions in Australia, France and the UK. BBC Worldwide produced a major feature of 3 artists' work from the group, including myself.

RESEARCH INTERESTS

Art Meets Science
is a designed approach
to communicating
complex ideas

- My research and design practice focuses on design thinking and planetary health, the dissemination of information, systems thinking and better ways to communicate complex ideas that relate to science. In particular, my focus is on communicating ways of thinking relating to human health and wellbeing and the long-term stewardship of Earth's natural systems, and on design's potential for creating meaningful cultural change. My painting practice and research investigates garden design, garden culture, the changed landscape and how we as humans are constantly redesigning the natural world. My research is collaborative and where possible seeks to directly engage local communities in participatory design and art events in conjunction with other academics, industry, cultural institutions and the broader community.

Ongoing industry
engagement

- Another closely related research interest is the continued digitisation of the media and the opportunities for designers to re-image news, entertainment, opinion and advertising (magazines and newspapers) in the maturing digital age and the role of designers as thinkers and drivers of cultural change. In industry, designers are often at the forefront of changing technologies and trends but fail to leverage their strategic contribution.
- Designer as entrepreneur; given the recent period of rapid change in the media and the explosion of digital information, along with the ability to access and target desired demographics, the designer's position to identify and create new business opportunities is strengthened. Developing critical thinking, and the ability needed to identify the shifts required to commercialise quality digital information through our growing ability to engage directly with an audience (viewers), are critical challenges for designers now.
- Another area of particular research interest is the convergence of fine art and design and new forms of media. My PhD research *The Artist's Garden: Reshaping the Landscape* developed from my broader interest in climate change and population health and projects connecting art with science. Thought provoking art in conjunction with design has the ability to breakdown complex messages and help explain the core concepts of an issue. (By way of example I have advised the Garvan Institute on ways of bringing leading research scientists and artists together to collaborate and highlight the organisation's often unrecognised achievements in research and development.)

PUBLICATIONS / GRANTS

Catalogues essays	Robba, L.R, "One of those paintings, Nandi Moon" in <i>John Peart: Paintings 1964 to 2004</i> Robba, L, "The Agapitos / Wilson Annual", in <i>In Two Art</i> , Maitland Regional Gallery Touring Exhibition, p, 72
Magazines	<i>Artist Profile Magazine</i> , Issue 16: Sept 4, 2011 Robba,L & Lopez, S, John Olsen: A life on the line, pp, 72-79 <i>Artist Profile Magazine</i> , Issue 11: Aug 3, 2010, Elisebeth Cummings
Grant	Art and About Sydney, City of Sydney, Council \$80K, <i>Sydney's Contested Landscape: Art Meets Science</i>

SELECTED INTERVIEWS

Sunday Brunch with Leo Robba

<http://www.abc.net.au/local/stories/2013/09/08/3843804.htm>

Australian artist, writer and curator, Leo Robba invited ABC 702 *Weekend's* Simon Marnie into his Blue Mountains home for *Sunday Brunch*.

Artist in Residence: Leo Robba

<http://www.abc.net.au/local/videos/2009/07/08/2620512.htm>

Painter Leo Robba was an artist in residence for ABC Sydney 702 *Mornings*

Inside Art, Foxtel – Leo Robba: Art and the Natural World

<https://vimeo.com/205472414> Password: Foxtel

Leo Robba: Painting at the Everglades

<http://kingstreetgallery.com.au/artists/leo-robba/video/>

The Painted River
RIVERFEST 2017

The Painted River is a public painting event that seeks to explore, through artmaking a new future for the Parramatta River and its tributaries. This was held at the Duck River, Auburn Botanic Gardens, Auburn.

Art & About, Sydney
2011

Sydney's Contested Landscapes
Art meets Science

A creative collaboration highlighting the complex contests for land and resources confronting communities in the Sydney basin. Leading scientists and artists examined the problems of climate change, food security and public health and the role that art can play in communicating science-based ideas.

2013

Australian National University Society of Human Ecology
XIX International Conference, 15 February, 2013

Biting the Carpet: Food Security and the Lay of the Land Exhibition:
ANU School of Art, Foyer Gallery

ANU & CSIRO
(Joint study project)
2010 – 2013

Contested Landscapes of Western Sydney
A Field Study: Art, Science and Community

A creative collaboration which brings students from the ANU, School of Art and artists into contact with scientists and community experts in the field to inspire the production of artworks that highlight important environmental issues. The purpose of the cultural material produced helped to raise public awareness and ultimately contribute to informed community action.

Zoo AIR
(Fundraising for research)
2010 – 2013

Taronga Zoo Foundation

Artistic Director; Curator; Media Strategy and participating artist

This project was created to raise awareness of the Taronga Foundation and the extremely important scientific research that is conducted as a result of the money they raise. Art is a great vehicle to communicate a complex story. Each year my role was to select 20 high profile artists who were given virtually unlimited access to the Zoo for three months. Their task was to create one work which would be donated, then auctioned, with all proceeds going to research. Over three years *Zoo AIR* raised more than \$350K for research into Tasmanian Devil tumors and the highly endangered Black Rhino breeding program.

History Council of NSW
(Fundraising for research)
2013

The Yellow House Project

Curator and Media Advisor

The History Council of NSW commissioned me to curate an event/exhibition around the concept of *The Yellow House* and five historic Sydney artisans. The theme was: How can the past be a muse for the present – Dulcie Deamer, Samuel Hood, Florence Broadbent, Tracy Lee and Martin Sharpe. Five contemporary artists were chosen to produce work celebrating their lives. They included: Reg Mombassa, Jane Gillings, Jenny Sages, Wendy Sharpe and Leo Robba.

Series of Readership Events
(Brand building and public engagement, SMH Arts)
2012 - 2013

Pathways to Abstraction: Art Gallery of New South Wales
Leo Robba in conversation with Terrence Mallon, 2012

The Archibald Prize, Art Gallery of New South Wales,
Leo Robba and John McDonald: Art and the Face, 2012

The Art of Fine Art Printmaking: Wentworth Hotel, Sydney
Leo Robba in conversation with Michael Kempson and John McDonald, 2013

The Great Australian Landscape: King Street Gallery on William, Sydney,
Leo Robba in conversation with John McDonald, 2013