



Asia Pacific Candidate

Rik Athorne

Head of Creative Leadership, Executive Creative Director LBE
Weta Workshop Ltd.

Primary Location: New Zealand

Running for 2nd term



ABOUT THE APPLICANT:

As part of Weta Workshop's Senior Leadership Team as Head of Creative Leadership helping ensure that creativity is at the heart of everything we do, I also lead our Location Based Entertainment Division as Executive Creative Director (LBE) overseeing the creative direction, vision development and project design development across our LBE projects, including museum exhibitions, world expos, attractions, immersive experiences, and art installations.

I joined Weta Workshop in 2007 as Head of Design, in this role I oversaw a world class creative team that provided ground-breaking conceptual ideas and design to our clients across the entertainment and creative industries.

During my time at Weta Workshop, I have helped lead our growth and diversification through seeking out opportunities that have enabled us to continue bringing our creativity into new sectors of the creative industries where boundaries are able to be pushed.

VISION FOR THE TEA:

If I did have the opportunity of being considered again to become a member of the TEA Asia Pacific Committee, I would continue to bring my experience, creativity and leadership qualities to the TEA Asia Pacific group whilst at the same time representing WW's values, legacy and future endeavors on behalf of our owners, my senior leadership colleagues, our wider Weta Workshop crew and as a NZ representative into the LBE / Themed entertainment industry.

My hope and intent would be to help support and bring a point of difference within the Asia Pacific committee through listening, learning, sharing ideas and perspectives that help continue to connect and grow the TEA through forming new relationships and building on existing ones, particularly young New Zealanders who potentially may find opportunity through the TEA Next Gen initiative. I am also very keen to introduce more of my colleagues here at Weta Workshop into the wider TEA community so that we always have a connection into this wonderful, themed entertainment whanau (family).

SKILLS AND CORE COMPETENCIES

My enthusiasm for out-of-the-box creative leadership and collaboration helps maintain (along with my colleagues) a creative energy within our workshop that results in positive strategic relationships with clients and project partners.

I have very much enjoyed being part of the TEA APAC Board, first under the leadership of Owen Zhou, then Mia, and now Adron as chair.

The TEA is truly a special group that has so many shared values and it is those shared values of collaboration, celebration, and endeavor that I am (on behalf of Weta Workshop) excited to help continue contribute to.

Weta Workshop has had the privilege to work on many large-scale projects where our work has been recognized by the industry. Even better than that, by audiences, visitors, and fans. As a company, we do our best to help keep creativity and the love of making alive in the world.

Creative collaboration is ingrained in the fabric of our internal creative culture, and we work hard to foster this same culture with our valued clients, partners, and customers.

We are a company comprised of seven core teams, Design, Manufacturing, Tourism, Consumer Products, Interactive, Corporate Services and Location Based Experience.

Our 58,000 square foot facility is home to a tight-knit creative crew and houses a comprehensive range of design and manufacture departments across multiple disciplines all under one roof, with the capability to execute any creative brief to the highest quality and deliver it anywhere in the world.

We have the privilege of working on films and tv series, producing consumer products, developing games, and welcoming visitors to our tourism offerings. Plus, we continue to explore within new emerging entertainment platforms where we feel there is more creative opportunity to discover and create for.

I will bring my Creative Leadership skills and experience to the TEA APAC team, the exact same skills that I bring to the role I have at Weta Workshop.

Thank you in advance for considering me, I look forward to hearing back from you soon.