GABRIELLE REIHER

EXECUTIVE CREATIVE DIRECTOR | CREATIVE PRODUCER | ARTISTIC DIRECTOR

Multidisciplinary Creative Executive | Global Entertainment, Brand Experiences, Screen Production & Cultural Enterprise.

EXECUTIVE PROFILE

Creativity has never fitted neatly into one discipline — and neither has my career. Across more than 25 years in film, advertising, theatre, visual arts, education and cultural enterprise, I have consistently taken ambitious ideas from first concept to real-world delivery. I combine the vision to invent original work with the commercial judgement and operational discipline to build teams, negotiate partnerships, coordinate significant budgets and execute under pressure. From founding a theatre and cultural business, to producing a major public installation at Melbourne Airport, developing international creative exchanges and coordinating complex US-backed feature films, the constant is ownership: I identify the opportunity, bring people and resources together, and deliver.

LEADERSHIP AT A GLANCE

- 25+ years across creative industries • 5 feature-film productions • reported combined film production budgets exceeding US$80m
- Up to A$2m in independently coordinated departmental budgets (coordination and financial tracking, not sole spending authority) • crews of up to 20
- Founded and operated The Owl & Cat Theatre, Gallery & Bar • 40+ productions and festivals • approximately 15 core personnel
- Original immersive productions, commercial campaigns and a major Melbourne Airport photographic installation • international theatre exchange with the US

SELECTED EXECUTIVE IMPACT

Film operations & financial stewardship

Coordinated purchasing, hires, suppliers, financial tracking, forecasts, crew workflows and multi-location delivery across major feature films; worked with senior production stakeholders and supported set construction, dressing, transformation and strike.

Commercial brands & partnerships

Contributed in distinct casting, directing, producing and art department capacities to work associated with Sony, Blumhouse, Mercedes-Benz, BMW, Kmart, Pure Blonde, Anaconda, Blundstone and Qantas. Developed supplier relationships, in-kind arrangements and product-placement opportunities.

Creative enterprise & audience development

Built The Owl & Cat from approximately A$100 in personal start-up funds at age 26; integrated original programming, venue operations, marketing, hospitality revenue and artist development into an independent cultural business.

Original storytelling & immersive experiences

Wrote, co-wrote, performed in, directed and/or produced original works including Bordello, Dinner with Addiction and Red Boots and Half Smoked Cigarettes, with documented reviews and video material. Developed hybrid film/live work including Killers.

Victoria, Australia • Open to international opportunities and relocation | www.gabriellereiher.com | gabriellereiher@gmail.com | +61 452 416 074 | Instagram: @gabrielle_reiher_artist

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SELECTED EXECUTIVE IMPACT (CONT)

International partnerships & education

Sourced plays at Alaska's Last Frontier Theatre Conference, developed work in Australia, hosted US playwrights and organised Australian teams to present in Valdez. Created Studio Welder's Industry Intensive curriculum integrating five acting approaches and industry readiness.

Current IP development

Developing The Comedy Pageant, an original comedy entertainment format, with Australian festival partnerships and touring opportunities in progress; confirmed programming should be itemised separately as bookings are finalised.

PROFESSIONAL EXPERIENCE

Feature Film Art Departments & Set Decoration

2025–present | Melbourne | US-backed and independent productions

- The Outside Man (2026) — Set Decoration Coordinator, Tenton Ridge Productions; multi-set delivery, vendors, crew, hires, accounts and logistics; film featuring Tommy Lee Jones and Ice Cube.
- Empire (2025–2026) — Junior Buyer/Dresser, subsequently Set Decoration Coordinator; Hire Rise Productions.
- The Chamber Door (2026) — Set Decoration Buyer / Scenic Artist; Skeletons Productions.
- Insidious 6 (2025; 2026 reshoots) — Set Decoration Assistant, then Buyer/Dresser; Blumhouse production.
- Mr Irrelevant (2025) — Art Department Assistant / VicScreen attachment; Brooklyn Productions.

Founder, Owner & Gallery Director — Gabrielle Reiher Gallery

Stones Corner, Brisbane | 2021–2023 (dates to confirm)

- Founded an independent contemporary gallery and studio during the COVID period; established a collective of local artists and led exhibitions, artist relations, installations, events, marketing and day-to-day operations.
- Presented exhibitions including God Made Me Gay, CULTure and Focus, building opportunities for local artists and public engagement.

Founder, Owner & Artistic Director — The Owl & Cat Theatre, Gallery & Bar

Melbourne | 2014–2018

- Owned and operated a multidisciplinary venue, overseeing artistic direction, script selection, programming, business strategy, HR, staffing, marketing, budgets, hospitality, partnerships and production.
- Presented 40+ productions and festivals; led approximately 15 core personnel (around four paid positions) plus volunteers, interns and project crews, collaborating with hundreds of creative practitioners.
- Developed immersive and experimental productions, including three-level Bordello and live/film hybrid Killers; supported new writing and emerging talent.

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- Created US–Australia theatrical exchanges through the Last Frontier Theatre Conference, including artist visits, productions and international travel logistics.

PROFESSIONAL EXPERIENCE (CONT)

Producer & Director — Safari Global

Commercial advertising and creative production | 2018–2020

- Developed, pitched, directed and produced advertising and branded content, coordinating casting, crews, schedules, shoot logistics and delivery; work associated with Anaconda, BMW, Mercedes-Benz and Blundstone in differing capacities.
- Led Arrival, a large photographic portrait installation for Melbourne Airport, combining public-facing creative presentation and production delivery.

Casting Director / Casting Associate — Highway Casting; Chameleon Casting / Studio P

Approximately 2014–2020

- Sourced, assessed and coordinated talent for television and commercial campaigns including Qantas, Kmart and AFL-related projects; supported negotiations and talent/production communication.
- Career records describe a network of approximately 40 agencies, six production companies and 1,800+ performers (figures to verify).

Founder & Acting Educator — Studio Welder / Industry Intensive

2014–2017

- Designed and delivered coaching, workshops and an original intensive combining five acting methodologies, rehearsal, live performance and professional representation preparation.
- Commissioned bespoke new writing with characters tailored to students, combining education, production and talent development.

Visual Artist, Founder & Curator — Custom Made Artworks / 550 Collective

2011–present | Custom Made Artworks from 2023

- Practising painter and visual artist across abstraction, portraiture, commissions, scenic art, exhibitions and film artwork; founding member of 550 Collective.
- Creates and delivers commissioned artwork and works for stage, screen and interior environments.

Independent Creative Production & Travel Documentation

2024 | self-directed project

- Undertook a house renovation and Australian travel project while filming, producing and editing regular YouTube episodes documenting renovation, travel and storytelling.

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CORE CAPABILITIES

Creative strategy & artistic direction • Original IP and concept development • Commercial production • Film art departments and set decoration • Budget coordination and procurement • Partnerships and negotiation • Team leadership • Casting and talent development • International collaboration • Cultural programming • Curriculum design • Visual storytelling and exhibitions

SELECTED CREATIVE CREDITS

Theatre — full-length, immersive and international

- Plastic Tree (2014); RIOT (2014, director); Bordello (2015, writer/director); Wash Room (2015); After Party (2015); The Winners (2016); Dinner With Addiction (2016, director/co-writer); Petty Cash (2016); Erasers (2016); Red Boots & Half Smoked Cigarettes (2016); Killers (2017) — The Owl & Cat Theatre.
- FleshEatingTiger (2015) and A Very Modern Marriage (2016) — Director, Last Frontier Theatre Conference, Valdez, Alaska.
- Ghosted (2018) — Director, Club Voltaire; Ghosted – BOO! (2019) — Producer/Director, Chapel Off Chapel.
- What Is the Matter with Mary Jane (2016) — performer and co-producer, two-week one-woman stage run; Sydney Theatre Company attribution to verify.

Short plays, readings and new writing

Painted Pictures (2012, co-creator/director); Insert Here (2013, co-creator/director); Waiting for Waiting for Godot (2016); Get Ugly (2016); Love the Bomb (2016); The Werewolf (2017); Glutten (2017, co-creator/director). US readings: Space Odyssey (2013), Writing a Play (2015), Deadheads (2015), plus RIOT and The Maltese Babka.

Screen, advertising and cross-media

Anaconda commercial (2019, producer/director); Pure Blonde (2020, director); NHVR online (2019, producer); Killers film component (2017, director); Rubber Gloves (2017–2018, producer/first AD); Push Comes to Shove (2019, production manager); BOO! (producer/director, development); music videos and wedding films (director/DOP/editor); RMIT research interviews; Beyond Blue interviews; Please Like Me (2014–2015, producer's assistant); commercial support for Mercedes-Benz, BMW, Blundstone and Woolworths.

SELECTED EXHIBITIONS & PUBLIC ART

- 2026 — Now & Then, 550 Collective, group exhibition, Victoria.
- 2023 — God Made Me Gay, solo; CULTure, duo; Gabrielle Reiher Gallery, Queensland.
- 2022 — Focus, group, Gabrielle Reiher r Gallery, Queensland.
- 2020 — Autumn, group, Noir Gallery, Northcote, Victoria.
- 2019 — Arrival, photographic portraits, Melbourne Airport; Noir and Nothing Is Shit, Noir Gallery; InterARTive, Owl & Cat; Red Boots and Half Smoked Cigarettes, solo, Owl & Cat.
- 2018 — Your Way, solo abstract exhibition, Chapel Off Chapel.

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- 2016 — Just a Girl, solo, Melbourne CBD.
- 2014 — Group exhibition, The Space Dance Centre & Gallery.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Bachelor of Creative Arts, Visual Arts and Drama — Deakin University (award and dates to verify).
- Howard Fine acting training (2014) and masterclass (2015); Melbourne Actors Lab (2013).
- Certificate IV, Physical Sciences / Dental Assisting — RMIT (2004); Certificate IV, Practice Management / Customer Service / Business Administration — Momentum (2006).
- Certificate IV, Small Business and Self-Employment — ETC Training (2023); JOY FM broadcasting, radio and podcast short courses (2020); VicScreen Set Educated.

PROFESSIONAL REFERENCES

Marty Manca — Art Director | Hunter Smith — Producer | Riima

Contact details available on request.

VISUAL PORTFOLIO

https://drive.google.com/drive/folders/1RtUsqYt0gNBOykch-FYtVdpdxIulfzpS?usp=drive_link

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