

BIOGRAPHY

DARCEY CHERUBINI

TV, FILM & RADIO PRODUCER

Born 1957 in Papua New Guinea and now an Australian citizen, Darcey was educated in PNG, Australia, Britain and Italy. A native English speaker, she is also literate in Italian and Pijin-English (the lingua franca of PNG).

With the ambition to work in the management sector of the entertainment industry, Darcey studied various aspects of the business over 6 years – Business Practice; IATA Travel Agency Operations; Theatre, Film & TV Make Up Artistry; Prosthetics & Wigmaking; Stage Set Design & Construction; Stage Management & Theatre Direction; Italian Literature; Feature Film Production Management - including practical internships with the Australian Opera Company, the Old Tote Theatre, Australian Ballet Company, Australian Film & TV School, and London International Film Academy.

Darcey's career began in 1980 with an opportunity of employment as a scenic artist on a feature film "Dawn," then being filmed in Australia.

Soon followed a thorough 18 month traineeship in commercial film production for a large, very busy Australian production company, The Film Business, Sydney.

A decision to go freelance in 1982 as a registered Production Assistant for hire began a 9 year period of intense work within the Australian and New Zealand film industry, filming all around the AsiaPacific region and in Europe. Throughout this period Darcey moved back and forth between the different production arenas of commercials, tele-movies, feature films and documentaries. Darcey's achievements in film production meant continuous promotions of responsibility up the film production hierarchy, via the recognition of her production peers, fellow technicians, actors and performers;

Production Assistant (Spots/Documentaries) – 1 year;
Production Secretary (Documentaries) – 6 months;
Music & Dance Co-Ordinator (Feature Films) – 6 months;
Production Co-Ordinator (Spots/TV Series/Feature Films) – 18 months;

Production Manager (Spots/Documentaries/Feature Films) – 2 years;
Line Producer (Spots) – 18 months;
Independent Producer (Spots/Documentaries) – 2 years.

Darcey's credits include countless TV & Cinema commercials, across most categories; the Australian government documentaries "A.I.D.S. The Virus" and "A.I.D.S. The War on Generation Next"; CBS Movie of the Week "Blue Lightning" starring Sam Elliot and Robert Culp; TV Mini-Series "Land of Hope" (10 x 1 hour episodes); and "Nellie Melba" (3 x 2 hour episodes) with global shooting locations including Hungary, then behind "the iron curtain" ; plus the Feature Films " Wild Duck" starring Liv Ullman and Jeremy Irons, and "Rebel" starring Bryan Brown, Deborah Byrne and Matt Dillon.

In 1988 Darcey co-founded a boutique production company, Willo & Darcey Productions Pty Ltd. She produced local Sydney commercials, national advertising campaigns, and documentaries successfully for 18 months with Australian director/co-founder Peter Willesee.

Given the opportunity in 1990 of working as the Head of Broadcast production at OMON found Darcey back in the advertising business fulltime. This fledgling boutique "creative hotshop" agency with offices in both Sydney and New York rapidly gained an international profile, through the phenomenal success across all media at the world's top award shows; Cannes International, London D&AD, New York OneShow, as well as FACTS and AWARD in Australia. After 3 and a half years and recognition from every major award to show for her efforts, Darcey again decided to work freelance, this time as a Senior Agency TV Producer.

In 1993, targeting the broader AsiaPacific region, Darcey worked for many of the multinational agencies, particularly for their Regional centres based in Hong Kong and Singapore. These contracts were often to produce brand projects for clients seeking an economic solution to regional release. This required the creative content of those commercials to work across borders, races, religions, and many socio-economic levels. The necessary multiple edits; adaptations; multilingual versions; censorship approvals; political sensitivities; and ultimate government approvals were skills Darcey honed.

Mid 1995 Darcey accepted an offer to join Animal Logic Ltd in Sydney, as a Senior Post Producer, Commercials Division, to handle the international projects in particular. Animal Logic is the

premier visual effects design company in Australia, servicing production companies from USA, Europe, UK, Japan, Asia, Australia & New Zealand. The true value of the vast technical knowledge gained in that year by Darcey was to be realised later. Some of the agencies that Darcey worked with while there: Wieden & Kennedy/Japan; Dentsu/Japan; O&M/Hong Kong; O&M/Malaysia; O&M/Singapore; Saatchi/Singapore; Batey/Singapore; EUROBall/Singapore; BBDO/Taiwan; Lintas/Indonesia; DMB&B/USA; LeoBurnett/USA; and McCanns/USA.

Batey Ads, Singapore came calling in mid 1996 with an offer to relocate, as the Head of Broadcast Production at their Singapore regional office. This position included the brief to develop the agency's Broadcast Production department into one capable of consistently producing work of international standard, as well as Darcey producing the regional Brand commercials for SONY, and global Brand projects for Singapore Airlines.

Bartle, Bogle, Hegarty Ltd established their AsiaPacific agency in 1997 in Singapore. Later that year BBH AsiaPac offered Darcey a freelance contract as Head of Broadcast, to establish their broadcast production department and to specifically produce the first TV/Cinema commercial projects to be wholly produced by this world-renowned agency, outside of the U.K. The premier project was an international film for Levi Strauss, Asia Pacific Division, for release in multiple languages, needing several versions, on all electronic media formats. This required global search for onscreen artistes and securing the use, plus all the negotiations involved, of a current worldwide smash-hit song as the soundtrack.

Later in 1998, BBDO AsiaPacific in Hong Kong approached Darcey to fill a similar role., specifically contracted, amongst other responsibilities, to produce several global commercial campaign projects for Pepsi-Cola International Inc., for release in multiple languages, needing many versions, on all electronic media formats. Staring Ricky Martin, these commercials required exacting international Celebrity appearance negotiations plus the multi-regional usage/copyright clearances on the performer's global pop-hit soundtracks. That Pepsi campaign was executed entirely in the USA, though simultaneously other projects were executed in RSA and Australia.

After a well-earned vacation, Darcey was recruited in mid 1999 by the Burrell Group, Chicago to join a team of international advertising experts for an ambitious global sales pitch project. In June, Chairman Tom Burrell announced the purchase by

international French consortium Publicis of 49% minority share in the agency.

In late 1999, Darcey moved to New York, after accepting an offer from newly appointed Creative Director of Broadcast and Development, John Garland, for a permanent position as Partner/Executive Broadcast Producer at J. Walter Thompson U.S.A., Inc. In the 9 years since joining, Darcey has contributed substantially to the raised level of creativity in the agency's TV spot work, through her work in the production of several internationally awarded campaigns, for clients, Guinness/UDV; Helene Curtis/Unilever; KPMG; Lux/Unilever; HSBC; and the Diamond Trading Company. In recognition of her creative contributions to the agency Darcey was promoted to Senior Partner in January of 2002; Director of Broadcast, New York in 2005; and Integrated Director of Broadcast 2007.

Recently, Darcey was honoured as a recipient of the "Advertising Woman of Excellence " Award, voted by her industry peers in a global survey by the Boards International Inaugural 2006 AWE Awards.