

# Abram Powell

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Senior creative producer with twenty years across cultural institutions, documentary media, and advocacy. Brings together interactive exhibition design, immersive experience, and curatorial practice. Currently at the State Library of NSW; previously at the Australian Museum where the media production capability was built from nothing.

## · C A P A B I L I T I E S

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<b>Exhibition &amp; interactive production</b>	Interactive AV works, immersive installations, and digital experiences in cultural institutions.
<b>Real-time &amp; generative systems</b>	TouchDesigner, Stable Diffusion, particle systems, synchronised multi-projector environments.
<b>Digital asset management</b>	DAMS architecture, Axiell EMu integration, AV infrastructure, collection digitisation at scale.
<b>3D capture &amp; spatial media</b>	Photogrammetry, 3D scanning and printing, XR research and prototyping.
<b>Media direction</b>	Video and audio production, photography, generative and interactive art practice.

## · E X P E R I E N C E

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### **Creative Media Producer — Exhibitions** · State Library of NSW *2026 – present (permanent)*

- iPad app for public-space audio delivery — automated, designed for unattended operation.
- Two interactive touchscreen works for public exhibitions.
- Consolidating AV asset database (monitors, BrightSigns, AV infrastructure); building a multimedia production wiki.
- Leading interactive R&D for forthcoming exhibitions on Max Dupain and Lorrie Graham.

### **Creative Media Producer — Special Projects** · State Library of NSW *2025 (10-month contract)*

- Four Library Foundation films on significant collection treasures; four Learning Services films on artist practice.
- Vivid Sydney prototype: visitors narrated a dream; Stable Diffusion in TouchDesigner generated imagery in real time while speech-to-text merged all accounts into a single collective dream.

### **Creative Media Producer — Exhibitions** · State Library of NSW *Nov 2024 (secondment)*

#### **Dunera — eight interactive and AV works**

- 10-metre floor projection: three synchronised projectors, particle system of over one million particles forming text.
- Oral history interactives — handwritten text appeared on screen in sync with audio recordings.
- 8-channel generative soundscape composed for the exhibition environment.
- User-operated film installation: touchscreen selection played onto a main projector.
- 3D model touchscreen interactives for collection objects.

### **Casual Academic** · University of New South Wales — Art & Design *2024 – 2025*

- Taught Designing and Experiencing Immersion in the Master of Simulation and Immersive Technologies.

**Creative Media Producer** · Australian Museum

2016 – 2024

**Production capability**

- Took a decommissioned photography studio and built the museum's Media Production Hub — 2D/3D/4D, audio, 3D scanning and printing, XR research, external bookings.
- Rebuilt the DAMS to over one million assets; integrated with Axiell EMu and a secure external distribution platform.

**Exhibitions**

- AV and interactive lead on Unsettled, Burra, Sharks, Future Now, and Gadi.
- 3D capture and photogrammetry of collection objects for outreach and conservation.
- Video direction across DNA Genomics for Schools, oral history programs, and the Thomas Dick Biripai Photographic Collection.

**Freelance — Media, Strategy & Photography**

2015 – 2016

- Documented the Great Barrier Reef bleaching event for Greenpeace International.
- Digital strategy adviser to Senator Lee Rhiannon, 2016 Federal Election.
- Environmental communications workshops for Stop Adani, Lock the Gate, and 350.org.

**Head of Photo & Video / Asia Pacific Regional Media Coordinator** · Greenpeace Australia Pacific & International

2007 – 2015

- Led a team of four across media production in the Asia Pacific region.
- 5-year digital strategy covering digitisation, DAMS build, and real-time asset delivery from direct actions; became the organisational benchmark.

**· EDUCATION**

**Master of Visualisation, Simulation & Immersive Design — with Excellence**

2022

*University of New South Wales*

Human-centred design of immersive experiences

**Bachelor of Visual Arts, 1st Class Honours**

2006

*University of Sydney — Sydney College of the Arts*

Media Arts; Film & Digital Imaging

**Bachelor of Electronic Arts — Dean's Merit List**

2005

*University of Western Sydney*

Video Art, Contemporary Art History, Music Technology

**Bachelor of Music**

1996

*University of Western Sydney*

Composition, World Music, Electro-acoustic, Musicology

**Certificate IV — Information Technology (Website Production)**

2001

*TAFE Enmore Design Centre*

**· TOOLS & TRAINING**

**Real-time & interactive**

TouchDesigner (Interactive & Immersive HQ bootcamp), Stable Diffusion, Unity, Houdini

**3D & spatial**

Blender, photogrammetry, 3D scanning/printing, XR prototyping

**Production**

Adobe Creative Suite, DaVinci Resolve, Max 8, HTML5, Electron