

ALBERTA THEATRE PROJECTS

FOR IMMEDIATE RELEASE:

Alberta Theatre Projects announces Peita Luti as Executive Director Calgary-based arts leader chosen after national search

CALGARY, December 7, 2023 – The Board of Directors of Alberta Theatre Projects (ATP) is pleased to announce Peita Luti as Executive Director. She is joining the company after a successful term as Director of Business Operations for Quest Theatre. Her appointment follows an extensive national search conducted by Martin Bragg and Associates.

“Peita is the right executive leader for ATP as we create a strong foundation on which we will grow the company,” says Arlette Watwood, newly elected President of the Board of Directors. “She is a proven community collaborator with the financial prowess and artistic acumen we need. With deep roots in our city, Peita comes with a wealth of international experience and an unwavering passion for enriching the arts community.”

Luti brings over 20 years of experience with an international career spanning creative industries including television, youth and professional theatre, digital marketing, business consulting, and non-profit fundraising. She specialises in strengthening organisations through process improvements, community engagement and leading high-performing teams. Peita has transformed Quest Theatre in the past six years, including the development of a new strategic plan and building organisational capacity. As an artist, she has performed internationally and is a vocalist with Calgary-based Revv52.

“ATP has such an important legacy of contemporary theatre in our city, and I’m excited to lead an incredible team of professionals to chart its future,” says Luti. “I love Calgary’s arts scene, and that motivates me to bring everything I have to help create excellent, world-class contemporary theatre right here in our own city.”

Luti is joining Artistic Director Haysam Kadri who came to ATP earlier this year.

“Peita is an exceptional leader who shares our vision for elevating the Calgary theatre and arts community,” says Kadri. “Her deep understanding of the business of theatre, combined with her collaborative nature and financial expertise, make her an invaluable addition to ATP.”

Luti will officially join the team in January 2024, but she is already connecting with her new team so she can hit the ground running.

“Together, Peita and Haysam form an extraordinary leadership duo,” says Watwood, “It’s an exciting time for ATP. The combined talents of our leadership team will propel us towards even greater artistic heights. We can’t wait to share what comes next.”

2-Play Subscriptions for the 2023-24 “Short Season, Big Drama” are now on at albertatheatreprojects.com. Each subscription package includes *The Black Bonspiel of Wullie MacCrimmon* by W.O. Mitchell and *The Birds and the Bees* by Mark Crawford.

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For more information or interviews with Peita Luti and Haysam Kadri, please contact:

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About Alberta Theatre Projects:

We create world-class contemporary theatre in Calgary from our home in the Martha Cohen Theatre. We are a

national leader in new play development. Programming is selected from the finest Canadian and international plays driven by the collision of diverging ideas, points of view, class, gender or cultural perspectives. Our productions radically explore our space, blurring the line between the audience and the artist through multiple seating configurations each season.

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