

Valentina Corona

Director Playwave - Australia



Valentina is a Creative Producer and Director with a background in arts journalism, relationship management, festival and arts marketing and multiplatform media and has worked in the arts and festivals industry in Edinburgh, Adelaide and Sydney.

Valentina is the co-founder and director of Playwave, a new digital audience engagement partnership with over 40 cultural organisations across Greater Sydney to make the arts more accessible to Young People. Having launched alongside Sydney Festival in 2018, Playwave is the digital passport to the arts for Young People in Sydney. Using a model that has successfully established a platform for new audience engagement, Playwave now aims to expand its services to arts festivals and organisations across Australia and beyond.

Valentina is passionate about what the arts mean to Young People, and how collaboration can ensure the creative industries continue to be a space for opportunity and success for artists, cultural workers and their audiences