

Richard Fitch

Creative Director & Experience Designer

Story-led experiences across performance, design and technology

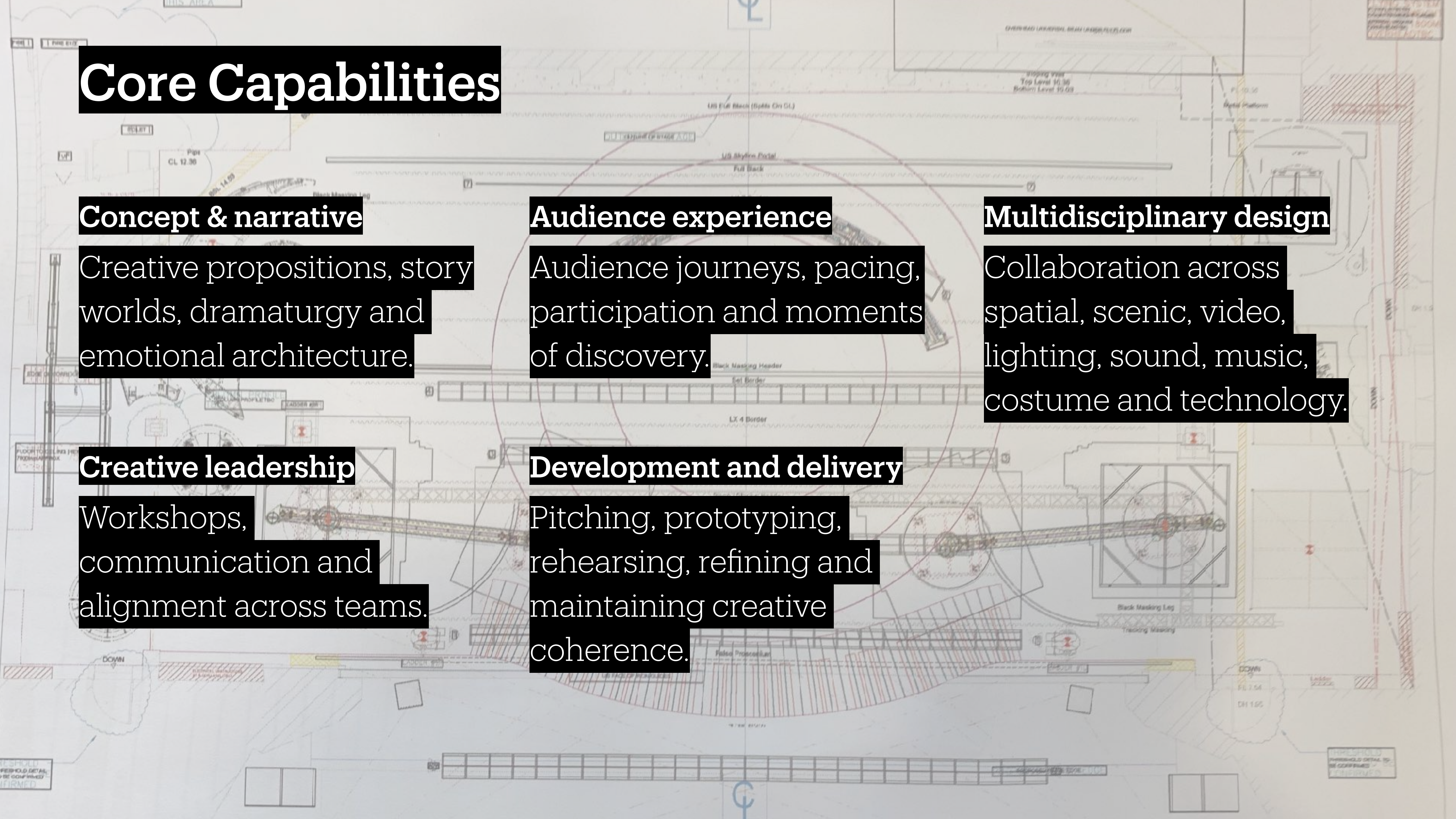


Creative Proposition

I create ambitious, story-led experiences that connect audiences with worlds, ideas and recognised brands. Working across narrative, design, technology and performance, I lead multidisciplinary teams from initial concept through development and into live delivery.

- Narrative and audience
- Design and performance
- Concept through delivery

Core Capabilities



Concept & narrative

Creative propositions, story worlds, dramaturgy and emotional architecture.

Audience experience

Audience journeys, pacing, participation and moments of discovery.

Multidisciplinary design

Collaboration across spatial, scenic, video, lighting, sound, music, costume and technology.

Creative leadership

Workshops, communication and alignment across teams.

Development and delivery

Pitching, prototyping, rehearsing, refining and maintaining creative coherence.

Case Study One

Confidential themed experience

Global entertainment and streaming platform with Journey/59 Studio

Associate Creative Director | 2025

A large-scale themed experience translating a globally recognised entertainment property into a navigable physical world. The creative challenge was to preserve the identity and emotional appeal of the IP while building a coherent guest journey that could operate at scale.

Case Study One

Building the creative proposition

As Associate Creative Director, I helped shape the project from an early development workshop, translating IP research and early creative thinking into an integrated experience proposition.

Concept development

Early workshops, research and exploration of the IP world.

Narrative framework

Defining the guest's journey, key story beats and the relationship between environment and performance.

Creative communication

Pitch presentations, storytelling decks and materials that aligned creative and stakeholder teams.

Experience integration

Connecting spatial design, technology, music and live performance into one coherent experience.

Case Study One

Designing the guest journey

Aligning story, space, technology and live performance

I helped define the narrative and emotional progression of the guest journey, translating the IP's story world into a sequence of spatial, technological and live encounters. Working with the wider creative and design teams, I developed frameworks that connected what guests saw and did with what they needed to understand and feel.

The Threshold

Visual and sonic design begins in the queue, helping guests leave the everyday world behind and understand the rules of the imagined world ahead.

The Transformation

A carefully staged illusion marks the transition into the experience, engaging the senses and making the change of world feel immediate and physical.

The Infinite Journey

A non-linear structure allows guests to navigate multiple encounters and story threads while maintaining a clear emotional and narrative progression.

The Return

The experience culminates in a final sequence of illusion, performance and sensory storytelling before returning guests to the everyday world with an emotionally resolved ending.

Case Study Two

Back To The Future The Musical

From early development to international delivery

International Associate Director | 2018–2025

Joining the project during its earliest development, I remained a core creative leader through seven years of workshops, production development and international delivery, helping maintain the show's narrative, performance and experiential identity across multiple companies and territories.



Case Study Two

From development to audience experience

Development

Workshops, dramaturgy, performance language and the evolution of the production.

Creative stewardship

Maintaining the intentions of the director and original creative team through rehearsals, transfers and international delivery.

Integration

Ensuring performance remained aligned with scenic, video, lighting, sound, automation and illusion.



The Clocktower Sequence

The Clocktower sequence brings together projection, automation, illusion, pyrotechnics, music, sound, lighting and performance to recreate Marty's return to 1985 onstage. Delivering the sequence required pre-planning, prototyping and rehearsal, with performance precisely integrated into a complex system of programmed and live-operated technical cues. The result had to provide cinematic spectacle while remaining emotionally rooted in Marty's urgent need to return home.

Case Study Two

Multidisciplinary collaboration



Emotional resolution

Performance and musical-theatre storytelling bring the character journeys to an emotional conclusion before the production's final technical reveal.



Spectacle in service of story

Performance, illusion, automation, video, lighting and sound converge as the DeLorean takes flight—transforming a technical achievement into the final escalation of the story.



Completing the experience

The multidisciplinary approach continues through the finale and curtain call, ensuring that the production ends with the same precision, theatricality and generosity with which it began.

Case Study Two

Maintaining one creative experience internationally

Creative continuity

Protected the production's storytelling, performance language and emotional rhythm across new companies.

Multidisciplinary delivery

Aligned performers and rehearsal teams with the production's scenic, video, lighting, sound, automation and illusion systems.

Faithful adaptation

Translated the original creative intentions for different venues and cultural contexts without losing the identity or audience impact of the experience.

- Manchester
- West End
- Broadway
- US Tour
- Tokyo

The objective was not simply to reproduce the show, but to make the same creative experience live truthfully in each new context.

Selected additional work

Concise portfolio range

MJ The Musical

UK Associate Director



Collaborating with the original creative team to transfer the Tony Award-winning production to UK audiences in the West End.

Funny Girl

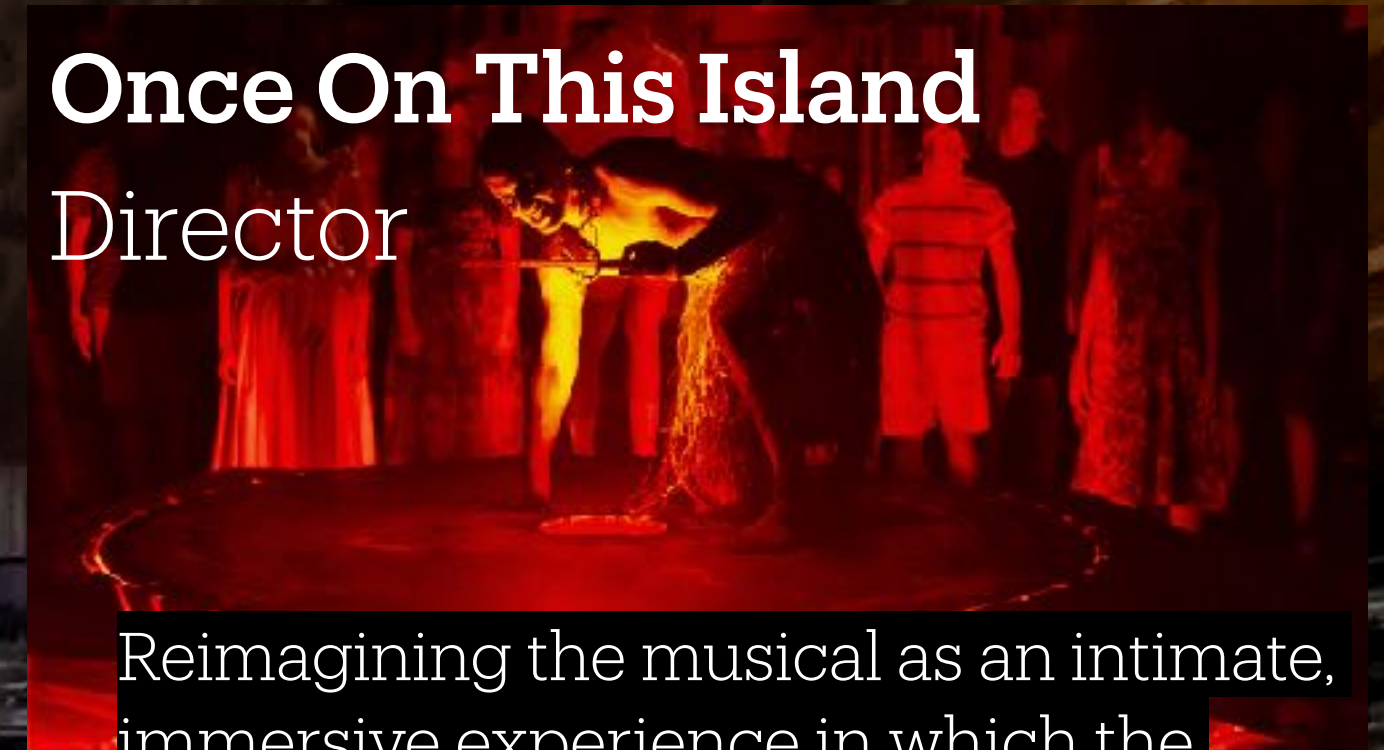
Tour Director



Associate Director for the West End production before directing its UK tour. The production was filmed for international cinema release and broadcast on Sky.

Once On This Island

Director



Reimagining the musical as an intimate, immersive experience in which the audience shared the physical and emotional world of the island community.

Tuck Everlasting

Director



European premiere of the musical adapted from the novel, created with National Youth Music Theatre during its 50th-anniversary season.

Disneyland Paris

Cast Member



My relationship with themed entertainment began at Disneyland Paris, working directly inside a large-scale guest experience.

JOURNEY



MinaLima

BOMPAS & PARR

NETFLIX



SONIA FRIEDMAN PRODUCTIONS



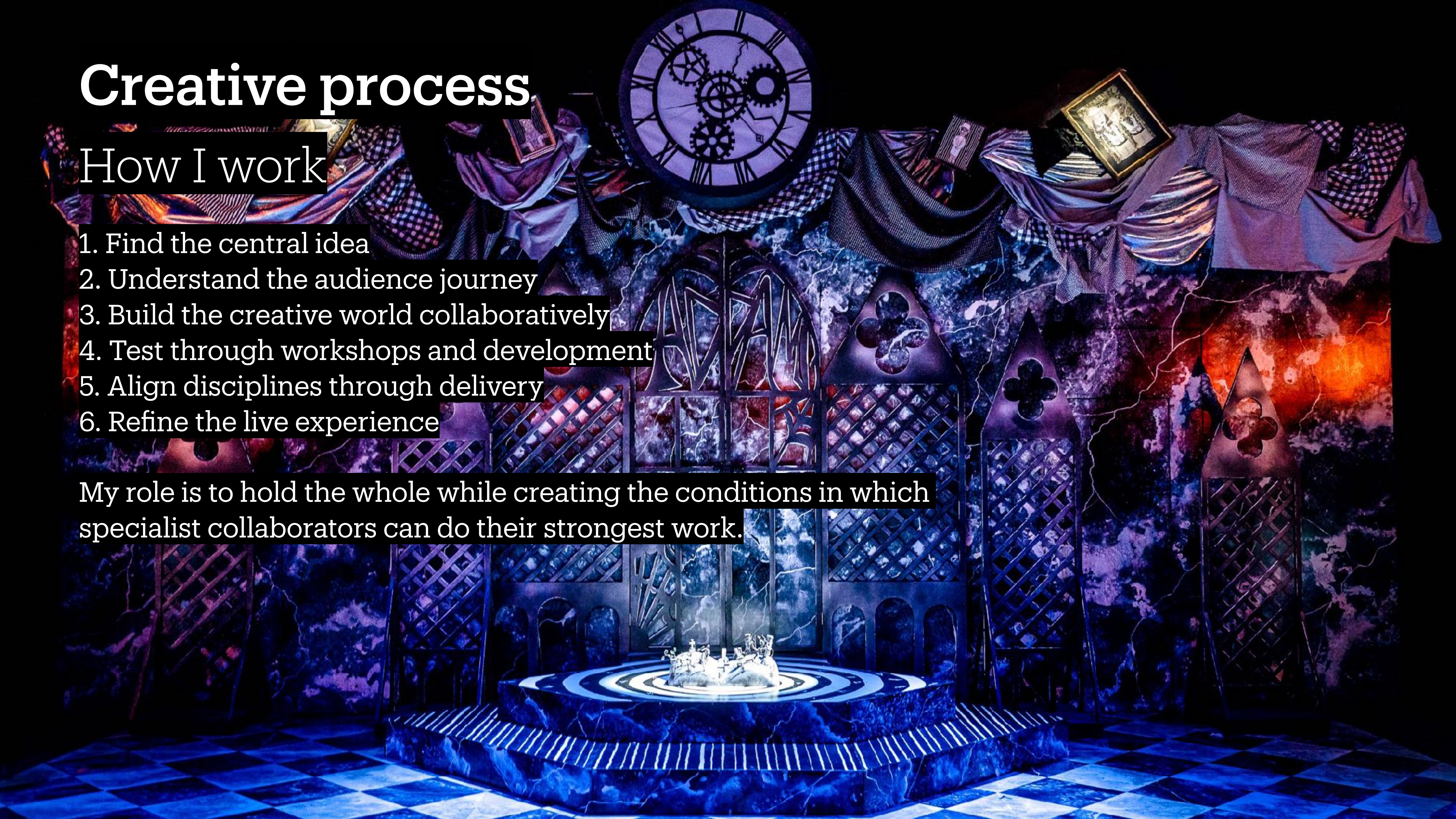
Selected
collaborators

Creative process

How I work

1. Find the central idea
2. Understand the audience journey
3. Build the creative world collaboratively
4. Test through workshops and development
5. Align disciplines through delivery
6. Refine the live experience

My role is to hold the whole while creating the conditions in which specialist collaborators can do their strongest work.



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