



Barry Lather

Since the late 1990s, Lather has directed many large productions adding another stage to his director/choreographer career, directing world tours & live television performances for Usher, P.Diddy, Mariah Carey, Rihanna, Ciara, Pussycat Dolls, Sean Kingston, Ashlee Simpson, Pharrell, Gwen Stefani, and Seal. He also was creative consultant on Britney Spears' "Dream within a Dream" world tour, working along with director Wade Robson. Lather was creative director for Usher's Showtime special One Night, One Star, broadcast live from Puerto Rico; Usher's "The Truth Tour" in 2005, and Usher & James Brown's show stopping performance on the 2005 Grammy Awards.

In 2010, Barry directed Usher's performance on the hit show "So You Think You Can Dance", Britain's Got Talent, X Factor, 2010 BET Award performance, 2010 American Music Awards and the dynamic MTV Video Music Awards performance in Los Angeles. Barry worked with R & B singer Keri Hilson, Sean Kingston, Estelle, The Dream, Jason DeRulo, and directed & choreographed the innovative Freestyle Motocross theatrical show "Nuclear Cowboyz" that toured the States in the winter/spring of 2011 & 2012. Barry directed Usher's epic "OMG" World Tour in 2010-2011, Usher's dynamic Grammy Award performance joined with Justin Bieber, R & B artist Miguel on the BET Awards and his fall Tour, Nicole Scherzinger's T.V. performances on American Idol, Ellen & So You Think You Can Dance. In 2011, Barry directed and choreographed production performances on the Country Music Awards & a CMA Christmas TV Special.....and directed Usher and Romeo Santos performance on the Latin Grammy Awards in Las Vegas. November 2011, Barry directed Justin Bieber's live American Music Awards performance of the single, "Mistletoe".

Early 2014, Barry creative directed live performances for Ciara....as well as Miguel, whose production toured with Bruno Mars in Australia. Barry then creative directed performances on the Kid's Choice Awards for artists American Authors, Aloe Blacc & Todrick Hall...as well as the BET Awards August Alsina and Trey Songz performance. In the fall, Barry directed Mariah Carey's The Elusive Chanteuse Tour for Asia & Australia, and John Fogerty's acclaimed 1969 Canadian Tour. The 2014 CMA Awards opening performance with Kenny Chesney and the CMA Christmas TV special were recent works.....as well as the Halo Awards for Nickelodeon creative directing performances for artist Echosmith, Nick Jonas, The Vamps, and Meghan Trainor.

In 2015, Barry directed Trey Songz "Between the Sheets" tour, creative directed performances for Nick Jonas & 5 Seconds of Summer on the 2015 Kid's Choice Awards, designed Ciara's Jackie Tour, launched John Fogerty's 2015 tour production and directed Carrie Underwood's CMT, CMA & American Music Award performances. Early 2016, Barry directed Carrie Underwood's The Storyteller Tour-Stories in the Round that just launched in the US....a massive production with a 360 degree stage design and a unique live show experience! On the Grammy's 2016, Barry directed Carrie Underwood and Sam Hunt's live mash up performance of "Heartbeat" & "Take Your Time"...as well as Carrie's American Idol Finale Performance, the ACM's, ACCA's, and CMT award performances of "Church Bells".