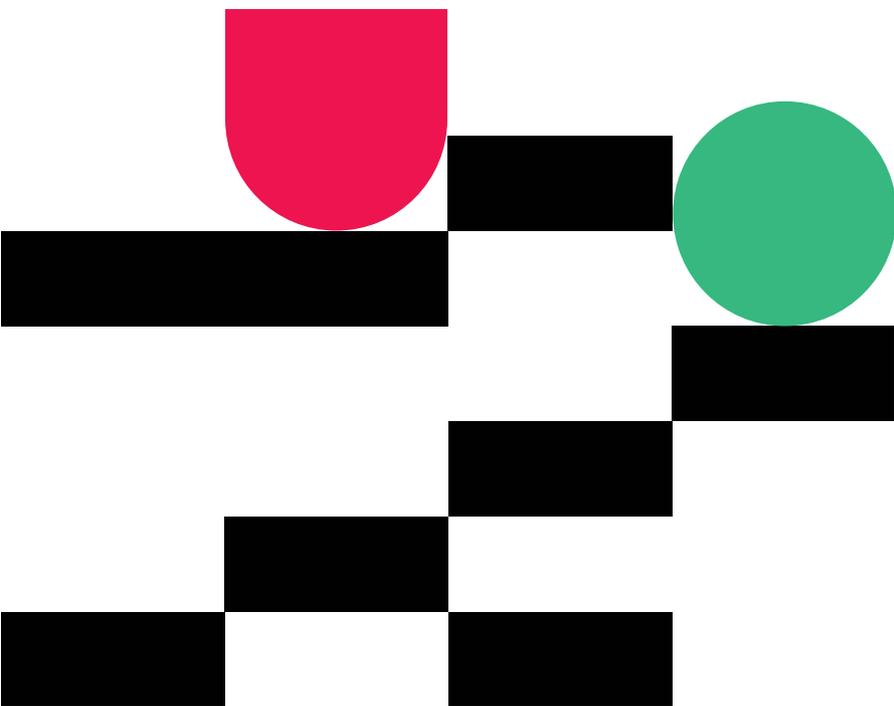


NXT

Conference



14 – 17 Sept
2017

**Making a Living
from the Arts**

Welcome

Welcome to the NXT Conference –
Making A Living from the Arts, an ELIA
event co-funded by the EU Creative Europe
programme as part of the NXT Project
and kindly hosted by the Amsterdam
University of the Arts (AHK).





As a platform of knowledge sharing, Making A Living from the Arts brings together academics from all over Europe, cultural professionals, cultural entrepreneurs and artists to address the challenges that the contemporary arts sector is facing and explore the creative solutions that are being developed. The NXT Conference aims to stimulate a critical debate on several topics; therefore the active involvement of the attendees is as much part of the event as the speakers are.

5

As creative educators, it is our task to look at how we are training the future artists of our society and how we can further learn from the current artistic and innovative practices. Together we can find out how the artists of the future look like and how we can help them to make a living from their artistic work. It's a great honor and pleasure to welcome you all to the NXT Conference.

ELIA Steering Group

Nadia Danhash, InnovationRCA, Royal College of Arts London

Marijke Hoogenboom, DAS Graduate School, Amsterdam University of the Arts

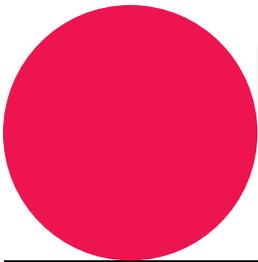
Kai Lehikoinen, Center for Educational Research and Academic Development in the Arts (CERADA)
University of the Arts Helsinki

Judith Prins, BeroepKunstenaar.nl, Amsterdam University of the Arts

Barbara Revelli, ELIA – European League of Institutes of the Arts

Conference Theme

Making a Living from the Arts



The world of work is changing in all fields including the arts. The demand for constant reskilling and life-long learning, the growing flexibility required in career development and the interdisciplinary approach are becoming major themes for the future development of higher education.

With the societal challenges and the pressures of globalisation, it becomes increasingly important for artists to strengthen their position in society. For arts educators, the challenges are to meet the needs of future artists and to signify the impact of the arts in communities. As a platform for knowledge sharing, Making a Living from the Arts gives the stage to models and practices in the field of cultural entrepreneurship inside and outside higher arts education: investors, hub managers and entrepreneurship experts give insights on practices and models; artists present creative solutions to societal issues.

The conference begins by challenging values, beliefs and myths around the word 'entrepreneurship', stimulating a critical debate on different discourses and the misconceptions around Entrepreneurship and the Arts. Bringing examples of innovative practices, the NXT Conference aims to reclaim the entrepreneurial field as applicable to artists and arts practitioners with a common and understandable terminology associated with it.

More in-depth, the following topics are at the core of the discourse:

Social Impact and Social Innovation

Examples of innovative practices are showcased to stimulate a debate on how arts educators and cultural practitioners can translate the intangible benefits of the arts in society into the language of policy makers, civil servants and politicians. How can the arts and culture sector provide alternative ways of looking at impact, and change the discourse of the tangible benefits, evidence-based decision-making?

Expanded Professionalism in the Arts

The role of professional development in the arts is to equip artists with skills, knowledge and confidence in order for them to play an active role in society and earn a living from their artistic practice. Using their professionalism at the interface between the arts and other fields. Models of expanded professionalism in the arts are presented to stimulate a discussion on the needs of the artists of the future and the role of arts educators.

Creative Responses to Labour Struggles

Looking at the material conditions and labour struggles facing artists today in contemporary practice and the innovative initiatives that are emerging to respond to them. The examples presented stimulate a critical debate on models of sustainable practices and the impact of public funding and policy making. Delegates discuss the conditions

to reframe the art world's value system the relation between artists and the institution/enterprises that contact them.

Approaching Entrepreneurship in Higher Arts Education

If entrepreneurship is understood as a tool to empower young artists' sense of independence, what are then the skills and knowledge that art students need? In this rapidly changing field – funding structure, artist identity and traditional disciplines – higher arts institutions are challenged to reconsider what are the relevant and effective educational models to meet the needs of the artists of the future.

Entrepreneurial Initiatives: New Models of Education?

Creatives as the source of innovative solutions are already contributing to developing new business and educational models, which are originated by their needs. Is the development of the creative industries an alternative or the confirmation of the neo-liberal market? Examples of creative centres showcase how non-institutional organisations create and transfer knowledge, stimulate and support artistic practices.

Thursday

14 Sept

13.00

Registration and Coffee

Tip Top Theater

14.00

Welcome Session

Theaterzaal

Carla Delfos, ELIA - European League of Institutes of the Arts
Bridget Kievits, Amsterdam University of the Arts
Michel Magnier, DG Education and Culture, European Commission

14.30

Entrepreneurship and the Arts: Values, Beliefs, and Myths

Theaterzaal

Elisabetta Lazzaro, HKU University of the Arts Utrecht
Milena Dragičević Sešić, University of the Arts Belgrade

15.30

Parallel Sessions

8.09 Studio

Social Impact and Social Innovation

James Doerer, Independent researcher, writer and consultant
Roberto Gómez de la Iglesia, Conexiones Improbables
Joost Beunderman, Impact Hub Islington & Brixton

Tip Top Theater

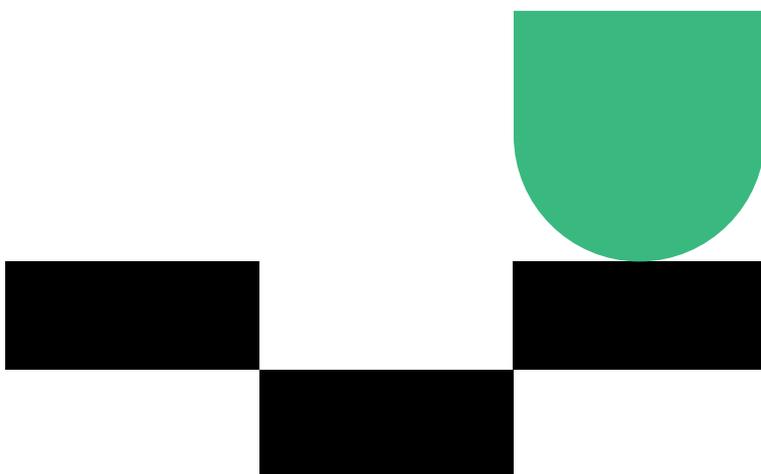
Expanded Professionalism in the Arts

Kai Lehikoinen, University of the Arts Helsinki
Robert Glas, Artist, NEU NOW 2015
Iliana Fokianaki, Art critic and curator, State of Concept

TPR Studio

Creative Responses to Labour Struggles

Marie Le Sourd, On the Move/Creative Tracks
Susan Jones, Writer, researcher and consultant in visual arts
Anne Breure, Veem House for Performance



17.30 **Transportation to the Westergasfabriek**
In front of Jewish Historical Museum on the side of Mr. Visserplein

18.30 **Opening NEU NOW Festival**
Westergasfabriek

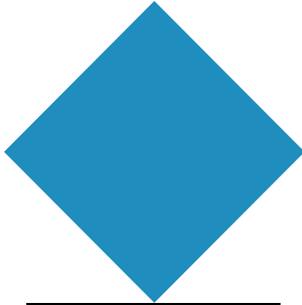
19.00 **NEU NOW Festival Programme**
Westergasfabriek

20.00 **Dinner**

Rainarai
Westergasfabriek

Friday

15 Sept



9.30

Coffee

Theaterzaal

10.00

Making a Living from the Arts

Theaterzaal

Michiel Schwarz, Sustainism Lab
Stephen Rockman, Merism Capital

11.00

Face to face

Theaterzaal

STAGE A: Approaching Entrepreneurship in Higher Arts Education

Joginte Bučinskaitė, Nida Art Colony, Vilnius Academy of Arts
Gwenoële Trapman, Master Creative Producing, Academy of Theatre and Dance, Amsterdam University of the Arts
Stephanie Feeney, Z-Kubator, Zurich University of the Arts

STAGE B: Entrepreneurial Initiatives: New Models of Education?

Anna Kinneir, Makerversity
Luka Piškorič, Poligon Creative Centre
Rosina Gómez Baeza, Factoría Cultural Madrid

15

13.00

Lunch and Networking

8.09 Studio

14.00

The Artist of the Future

Theaterzaal

During this session, the conference delegates get into the spotlight to discuss in small groups what are the possible future scenarios and answers to the main questions raised during the one-and-a-half day conference. The delegates' feedback is going to be collected and presented to the European Union policy makers.

16.30

Closing Reception

Foyer

Additional Programme

■ Tours of the AHK academies

The NXT Conference is organised in partnership with the Amsterdam University of the Arts. During the conference you will have the opportunity to visit and explore some of the art academies that are part of the Amsterdam University of the Arts.

12.00

Academy of Theatre and Dance

14 Sept

The Academy of Theatre and Dance (formerly de Theaterschool) offers bachelor's and master's programmes covering a broad and dynamic range in the fields of theatre and dance. Future professional actors, performers, directors, dancers, choreographers, set and costume designers, producers, technical producers and media, lighting and sound designers work in cross-disciplinary projects, inspiring one another, breaking new ground and challenging conventional thinking.

The school is a purpose-built, state-of-the-art facility for theatre and dance training and performance – it stages more than 400 productions each year. Located in the centre of vibrant, open-minded Amsterdam – the heart of Dutch cultural life – the Academy of Theatre and Dance has close ties with leading theatres and theatre and dance companies. Its students are taught and coached in an open-source environment by teachers, theatre professionals and international artists in residence. They leave the academy equipped and qualified for their field, and with a priceless network of peers and seasoned professionals.

17

12.00

Academy of Architecture

14 Sept

The Amsterdam Academy of Architecture prepares students to practice spatial design as a discipline at the interface of art, science and technology. The Academy premises are a monumental complex facing the Waterlooplein in the heart of Amsterdam. The Academy has its own place in the cultural life of the city. National and international activities are organised on a regular basis, such as series and public lectures, international workshops, special events and exhibitions.

11.30 **Breitner Academy (fine arts)**

14 Sept

The Breitner Academy, situated in a vibrant creative center of Amsterdam, offers the only independent fine art educators programme in The Netherlands. Students focus on becoming a professional and committed fine art educator by following the four-year bachelor's programme in Fine Art in Education. Based on their individual fascination with art and culture, they teach and coach others and guide them through the world of art practice and visual culture. The Breitner Academy is named after George Hendrik Breitner (1857-1923), an Amsterdam-based painter and early-adopter in the field of (urban) photography.

11.00 **DAS Graduate School**

14 Sept

DAS Graduate School was established in 2016 by the Academy of Theatre and Dance in order to bring its master's, doctorate and research programmes together under one roof. DAS Theatre, DAS Choreography and DAS Research have joined forces to invest in the further development of education and research. The school is based in a recently renovated building with a broad range of facilities, and the heart of the building functions as an open and welcoming locale for gatherings and meetings between the arts, science, education and society.

12.00 **Netherlands Film Academy**

14 Sept

The Netherlands Film Academy trains students to become prominent national and international creators of media productions for various platforms. The starting point is telling stories in the cinematographic tradition in which creativity, urgency and innovation are the recurring themes. The Film Academy is a leading international media programme, unique in the Netherlands. The programme and its graduates define the face of Dutch film and media culture and make distinctive international contributions to cinematographic innovations.

■ NEU NOW

NEU NOW is Amsterdam's transdisciplinary art festival devoted to presenting the work of exceptional emerging artists. Every year, the international jury selects the best of graduating artists across Europe.

14 – 17
Sept **Westergasfabriek, Amsterdam**

NEU NOW nurtures the fluid character of the artistic disciplines by showcasing a cross section of exciting developments on the contemporary art scene through a programme in which exhibitions, performances, workshops and artist talks converge to provide new perspectives.

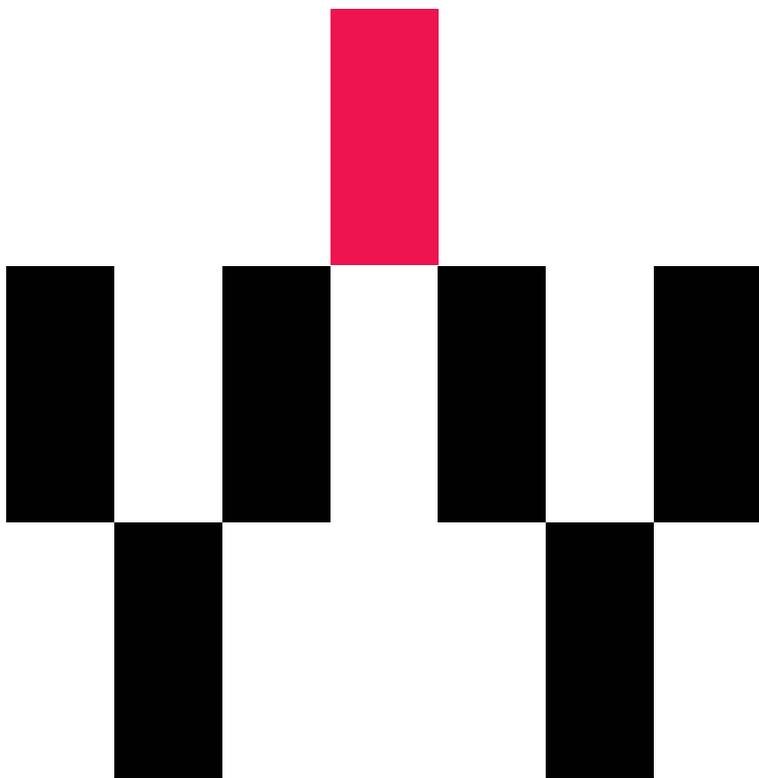
Its mission: to empower artists and provide meaningful opportunities for the development of artists, creatives and visitors alike.

19

NEU NOW is an initiative of ELIA – European League of Institutes of the Arts.

The programme and catalogue are available in the NXT Conference bag.

Speakers A-Z



Joost Beunderman

Social Impact and Social Innovation

Thursday 14 Sept, 15.30

Joost Beunderman is a Director of IOO leading a wide range of research and urban strategy projects in the UK. He focuses in particular on innovative solutions and typologies for workspace and employment areas, as well as on civic entrepreneurialism.

Joost has advised many workspace development projects across London and abroad, and is Director of Impact Hub Islington and Impact Hub Brixton, two co-working spaces / civic innovation platforms. He was the main author of the 'Compendium of the Civic Economy' published in 2011 with Nesta and Cabe, which explores a range of examples of innovative local regeneration.

Anne Breure

Creative Responses to Labour Struggles

Thursday 14 Sept, 15.30

Since November 2014, Anne Breure is the director of Veem House for Performance, the house for the development of performance art, dance and discourse in Amsterdam. She graduated in 2011 from the Academy for Dance and Theatre (Amsterdam) as maker and performer and in 2013 she received her MA Art and Politics from Goldsmiths College, University of London. Before coming to Veem she a.o. worked in the European Parliament and for a Transatlantic thinktank and initiated artistic projects such as the multidisciplinary gallery Flat34. Breure is regularly part of juries and selection committees and promotes a Fair Practice Label in the arts. She is a member of several boards, a.o. of Kunsten '92, the association representing the interests of the entire art, cultural and heritage sector. Together with Aniek Nuyens, Marijke Hoogenboom and Lara Staal she forms the Transitiebureau, a do- and thinktank from the performing arts.

In 2017 she co-curated 8:tensions, the selection of emerging choreographers, at the international contemporary dance festival Impulstanz (Vienna).

Jogintė Bučinskaitė

Approaching Entrepreneurship in Higher Arts Education

Friday 15 Sept, 11.00

Jogintė Bučinskaitė works as communication curator at Nida Art Colony of Vilnius Academy of Arts in Lithuania. She graduated from Vilnius University with a BA degree in Journalism, also completed the MA-level studies of Culture Management and Cultural Policy at Vilnius Academy of Arts, where currently lectures on audiovisual communication. Jogintė has also been working for the Lithuanian National Television weekly cultural show The Door Opens (Duryš atsidaro) for the past five years. Last year she made her curatorial debut as the co-curator of a group exhibition titled The Body of the Letter at the Sodu 4 project space in Vilnius. The topic of her interest is the tension between the practical and theoretical communication of contemporary art.

22

James Doezer

Social Impact and Social Innovation

Thursday 14 Sept, 15.30

James Doezer is a freelance researcher, writer and consultant based in London. His clients include universities, arts organisations and policymaking agencies in the UK and beyond. His work primarily involves the application of rigorous research methods to complex problems of policy and practice. He is the editor of CultureCase (an online resource that takes peer-reviewed academic journal content and makes it accessible to all). He is actively involved in a number of projects connected to the arts workforce, co-authoring with MeWe360 a series of provocation papers looking at diversity and leadership,

and supporting a-n and TBR to deliver the Artists Livelihoods project on behalf of Arts Council England.

Milena Dragičević Šešić

Entrepreneurship and the Arts: Values, Beliefs and Myths

Thursday 14 Sept, 14.30

Milena Dragičević-Šešić is the Head of the UNESCO Chair in Studies of Interculturalism, Art and Cultural Management and Mediation in the Balkans at the University of Arts in Belgrade. She is a prominent researcher in the field of cultural studies and cultural policies. She lectures at many European universities. For years she is also strongly involved in civil society and anti-war groups, particularly in the former Yugoslavia. Her interests led her to the Marcel Hicter Foundation in Brussels, where Dragičević-Šešić taught courses in cultural project management. She is currently the President of the Board of the European Diploma in Cultural Project Management and has been with the Foundation for twenty years. From the beginning of her career, Dragičević-Šešić has devoted her attention to both academic and research work as well as social activism in Europe, the Arab states, Central Asia, and the Caucasus region. She is currently the President of the Cultural Policy Research Award at the European Cultural Foundation, Amsterdam. She conducts numerous training programs and workshops throughout Europe.

23

Stephanie Feeney

Approaching Entrepreneurship in Higher Arts Education

Friday 15 Sept, 11.00

Stephanie Feeney is Project Lead for Coaching and Programme at Z-Kubator, the in-house incubator of Zurich University of the Arts (ZHdK). She supports and guides ZHdK staff and students to develop independent projects that take them beyond life at the university.

Stephanie has been working in startups and startup support organisations for the last ten years. After returning to university to study Contemporary Art Theory at Goldsmiths, University of London, her focus for the last five years has been on entrepreneurship in arts and culture. Before joining Z-Kubator she was engaged by Impact Hub Zürich, among others, as a Freelance Project Lead for projects at the interface of creativity and business. She continues to offer services as a freelance coach and mentor for culture workers and she is co-founder of BEAM, a dream tank for the future of work and business.

Iliana Fokianaki

Expanded Professionalism in the Arts

Thursday 14 Sept, 15.30

24

Iliana Fokianaki is writer and curator based in Athens and Rotterdam. In 2013 she founded State of Concept Athens, the first non-profit gallery in Athens that promotes Greek and international artists through solo exhibitions, but also invites international curators to create exhibitions that comment on the current socio-political landscape of Greece collaborating with artists like Laure Prouvost, Hito Steyerl and Keren Cytter among others. State of Concept is also focusing on a pedagogical programme that enables Greek art students and artists through free consultations, to further their studies and develop their projects. It has also been operating as an open platform that hosts fellow curators and artists for talks, events and presentations. In 2016, together with Antonia Alampi she founded Future Climates, a platform that aims to propose viable futures for small-scale organizations of contemporary art and culture, which will firstly manifest in Athens in March 2017 with a three-month school. Since March 2017 she is curator at Kunsthal Extra City in Antwerp.

Robert Glas

Expanded Professionalism in the Arts

Thursday 14 Sept, 15.30

The artistic practice of Robert Glas is an ongoing investigation into the technologies nation-states use to manage the movement of people across territories. This process results in short films, photography and installations exhibited at the Van Abbe Museum, Kunsthal and Gallery Joey Ramone. In 2016 he received the Mondrian Young Talent Grant and was invited to join the Academy honours programme for young artists and scientists (KNAW & Akademie van Kunsten).

Rosina Gómez-Baeza

Entrepreneurial Initiatives: New Models of Education?

Friday 15 Sept, 11.00

Founding President of Factoría Cultural, Vivero de Industrias Creativas, Matadero Madrid, Partner, YGB, Art Advising and Management. Rosina Gómez-Baeza holds an Advanced Diploma in English Literature from Cambridge University, studied Pedagogy at the London Polytechnic School and History of Art and French Civilisation at the Paris Catholic University. Throughout her professional career, Gómez-Baeza has promoted various cultural initiatives associated with artistic production and diffusion. Among these are the ARCO Foundation Contemporary Art Collection, the Experimental Film Festival of Madrid and the Madrid Abierto public art programme. She has been responsible for driving research into Spanish artists, an Encyclopaedia of 20th Century Spanish Art, published in 1992 by Mondadori. Gómez-Baeza has also directed and moderated countless forums and contemporary art courses and numerous events conceived to give the general public access to today's art scene and multi-media works. Her interest in the implementation of an interdisciplinary and versatile attitude encompassing the artistic experience led her to set up a FabLab, an ITT Research Centre, CreaTIC, Summer Labs, meetings of creators

and developers working with Open Source Software, and workshops at LABoral. Gómez-Baeza co-directed a university extension course on innovation in audiovisual culture convened by LABoral and Universidad Oberta de Catalunya and the University of Oviedo.

Roberto Gómez de la Iglesia

Social Impact and Social Innovation

Thursday 14 Sept, 15.30

CEO of c2+i, culture, creativity, innovation (A company that works in the Creative Economy: how to improve creative sectors and creative cities, and how to make other sectors more creative) and General Manager of Conexiones improbables (A Methodology for artistically and culturally based Open and Collaborative Innovation; NICE Award 2014).

Economist, consultant, manager and cultural mediator, he has a BA in Economics, specialising in Regional and Urban Economics, from the University of the Basque Country and a Master's in Business Administration from the Autonomous University of Madrid. He currently teaches Communication and Cultural Innovation in the Master's course on Cultural Management at the Complutense University of Madrid (ICCMU) as well as Clusters, Creative Equipment and Cities in the Postgraduate course on Creative Enterprises and Cities at the University of Córdoba (Argentina). In addition, he is a guest lecturer at several universities and professional organisations, mainly in Spain and Latin America, and has authored various publications and articles on cultural management, creative industries, communication, social economy and innovation.

Susan Jones

Creative Responses to Labour Struggles

Thursday 14 Sept, 15.30

A published writer and researcher on contemporary visual arts matters, Susan Jones has a specialist knowledge of artists' practices, livelihoods, career paths and employment patterns and a particular interest in the impact of artist-led and socially-engaged practices on the arts ecology and cultural value. She has contributed to UK and international peer networks including Warwick University's Cultural Values Initiative (2013), Paradox Pan-European Fine Art Network (2008), Interartes Thematic Network for the Higher Arts Education Sector in Europe (2008), Parliamentary CMS Inquiry into the Market for Art (2006) and Arts Council England's Review of the Presentation of Contemporary Art (2004). While Director of the Artists Information Company (until 2014), she instigated a programme of research to inform the Paying artists advocacy campaign and commissioned research including into the impact of arts policy changes on artists' practices and on BA art and design professional practice strategies. Her current research into the interrelationship between arts policies and artists' livelihoods conducted through a PhD at MIRIAD, Manchester Metropolitan University (2015-2018) aims to generate a new rationale for public policy support to artists in future.

27

Anna Kinneir

Entrepreneurial Initiatives: New Models of Education?

Friday 15 Sept, 11.00

Anna Kinneir is the Partnerships Lead at Makerversity. Her career has focused on creative business - especially for those starting out - with previous roles at It's Nice That, Imagination and Bonsoir Paris. Makerversity is home to Europe's best emerging creative, tech and innovation businesses. It provides its member community with cutting-edge facilities that combine co-working space with clean

and messy workshop space, software, machines, tools and expert technicians. Its education initiatives and curricula build the future workforce and inspire careers in making. Alongside facilities, The Learning Lab kick starts creativity and improves learning agility through 21st-century skills and user centred thinking to build the future workforce and invent solutions for tomorrow.

Elisabetta Lazzaro

Entrepreneurship and the Arts: Values, Beliefs and Myths

Thursday 14 Sept, 14.30

Elisabetta Lazzaro is cultural economist and Professor of Creative Economy at HKU. She has formerly been professor at the Université Libre de Bruxelles, Belgium, at Southern Methodist University, Dallas, USA, and at Padua University, Italy. She holds a PhD in Economics jointly from Université Libre de Bruxelles and Université Paris 1-Panthéon-Sorbonne. Lazzaro's publications and research focus on cultural economics, management and policy analysis, including: value, innovation and valorization of the creative process; business models, stakeholders, structures and regulation of art markets and creative industries; cultural participation and audience development; culture, regional development and cohesion; socio-economic impact and capacity building of culture; culture in international relations.

28

Kai Lehikoinen

Expanded Professionalism in the Arts

Thursday 14 Sept, 15.30

Kai Lehikoinen has been recently appointed Professor to lead the Center for Educational Research and Academic Development in the Arts (CERADA) at the University of the Arts Helsinki in Finland. He is also Vice-Director of the ArtsEqual Research Initiative. His current research interests include the arts in society – their contribution to equality,

well-being, work development, innovation processes and learning, and expanded professionalism of artists in hybrid contexts at the interface between the arts and other fields.

Besides 25 years of experience in the field of performing arts as a teacher, researcher, developer, producer, choreographer and performer, Kai's past achievements include establishing of the Regional Dance Centre of Western Finland, and devising the first university-level post-degree specialisation programme on artistic interventions in Europe at the University of the Arts Helsinki.

Marie Le Sourd

Creative Responses to Labour Struggles

Thursday 14 Sept, 15.30

Marie Le Sourd is since 2012 the Secretary General of On the Move, the cultural mobility information network active in Europe and worldwide. On the Move is part of Creative Tracks, an EU funded project which aims to connect young entrepreneurs active in the cultural and creative sectors across the world. Prior to her On the Move's experience, Marie worked in Singapore for the Asia-Europe Foundation (Cultural Department) from 1999 till 2006 and directed the French Cultural Centre in Yogyakarta-Indonesia from 2006 till 2011.

Luka Piškorič

Entrepreneurial Initiatives: New Models of Education?

Friday 15 Sept, 11.00

Luka Piškorič is a managing director and co-founder of Poligon – the first Slovenian creative centre, operating as an autonomous platform for empowerment of freelancers and communities from the fields of creative economy, social entrepreneurship and culture. Since 2011 he is focused on development and implementation of new economic models. He has co-funded Slovenia Coworking and Slovenia Crowd-

funding initiatives. As a crowdfunding expert he has consulted several Slovenian and international creatives and innovators on successfully conducting their crowdfunding campaigns. He lectures about crowdfunding, coworking and creative economies at numerous conferences and faculties in Slovenia and abroad.

Stephen Rockman

Making (a Living from) the Arts

Friday 15 Sept, 10.00

Stephen Rockman has been investing in, advising and mentoring startups for fifteen years. He founded Merism Capital in 2010, to fund seed and early-stage impact businesses having previously spent 25 years in commercial & strategic roles in global technology companies & startups.

Stephen is the Entrepreneur in Residence at InnovationRCA where he helps to support & coach RCA graduate startups. He sits on a number of boards that reflect his passion for social impact, creative entrepreneurs & design-led innovation, these include: Shift Ventures Trust which researches, designs & builds businesses that solve social problems; Ada College which delivers digital skills education at apprenticeship & degree level; CW+, which funds pioneering research & patient centric art & design for Chelsea and Westminster Hospital.

30

Michiel Schwarz

Making (a Living from) the Arts

Friday 15 Sept, 10.00

Michiel Schwarz is a Dutch cultural thinker, social innovator and curator interested in how the future is shaped by culture. He is best known for his 2010 cultural manifesto *Sustainism Is the New Modernism*, naming the next cultural era (published in New York; created with designer Joost Elffers). It charts how a new ethos and new prac-

tices are creating a “sustainist culture” that is more collaborative, community-engaged, locally-rooted, and altogether more environmentally and socially sustainable.

Under the banner of his Sustainism Lab (Amsterdam) he currently develops cultural research and civic projects, including collaborations with Reinwardt Academy, Amsterdam University of the Arts (cf. Straatwaarden, [‘Street Values’] Riemer Knoop & Michiel Schwarz, eds. 2017), the Amsterdam-based social design hub ‘The Beach’, and with Indian social designer Jogi Panghaal (Woxsen School of Arts & Design, Hyderabad).

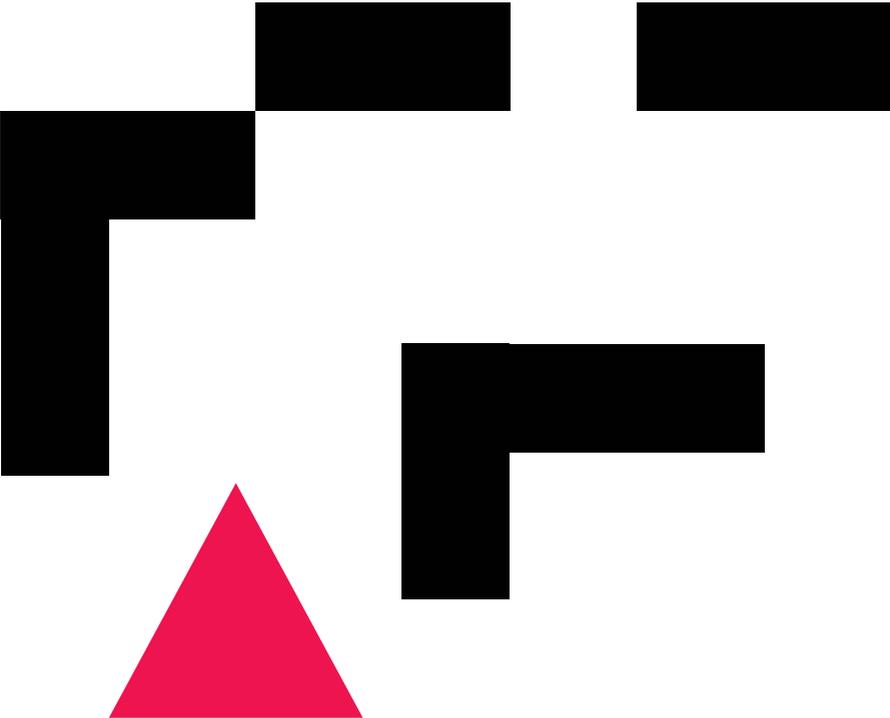
Gwenoële Trapman

Approaching Entrepreneurship in Higher Arts Education

Friday 15 Sept, 11.00

Gwenoële Trapman is the artistic director of the School for Production and Stage Management of the Academy of Theatre and Dance (ATD) since 2008. She is an independent producer of theatre and musical theatre shows for theatres and for the Dutch National Television. For several years she was executive financial director and head of the Production and Management Department at the Grachtenfestival, head of production at theatre company Hollandia and worked as head of production music and musical theatre at the Holland Festival. In recent years she studied Public Law at the University of Amsterdam and finished her master ‘Constitutional and Administrative Law’ with her master thesis ‘Cultural Entrepreneurship, the judicial review of the criteria ‘cultural entrepreneurship’ used in obtaining subsidies in the arts.’ As from September, she will follow a PhD programme at VU University Amsterdam on Entrepreneurship in the Arts. interventions in Europe at the University of the Arts Helsinki.

Visitor information



Police or Medical Help: 112

Taxi: +31 (0)20 677 7777

Conference Manager Janja Ferenc:

+31 (0) 650401938

Wi-Fi: AHK

Login: ahk-elia-nxt

Password: Sept14-15

Getting around in Amsterdam

33

Amsterdam is a wonderfully walkable city, with most major sites in or near the city centre.

For public transport in Amsterdam, GVB is the main public transportation company. It provides integrated metro, tram and bus services throughout Amsterdam and its surrounding areas. You may purchase one of the many paper tickets available. There are 24-, 48-, 72-, 96-, 120-, 144- and 168- hour tickets.

You may consult the 9292 route planner or GVB website to find the quickest and most convenient way to get around.

Conference Map



MAIN VENUE: Academy for Theater and Dance
Jodenbreestraat 3



NEU NOW Festival
Westergasfabriek, Pazzanistraat 33



TOUR: Academy of Architecture
Waterlooplein 211



TOUR: Breitner Academy & DAS Graduate School
Overhoeksplein 2



TOUR: Netherlands Film Academy
Markenplein 1



The Student Hotel Amsterdam City
Wibautstraat 129



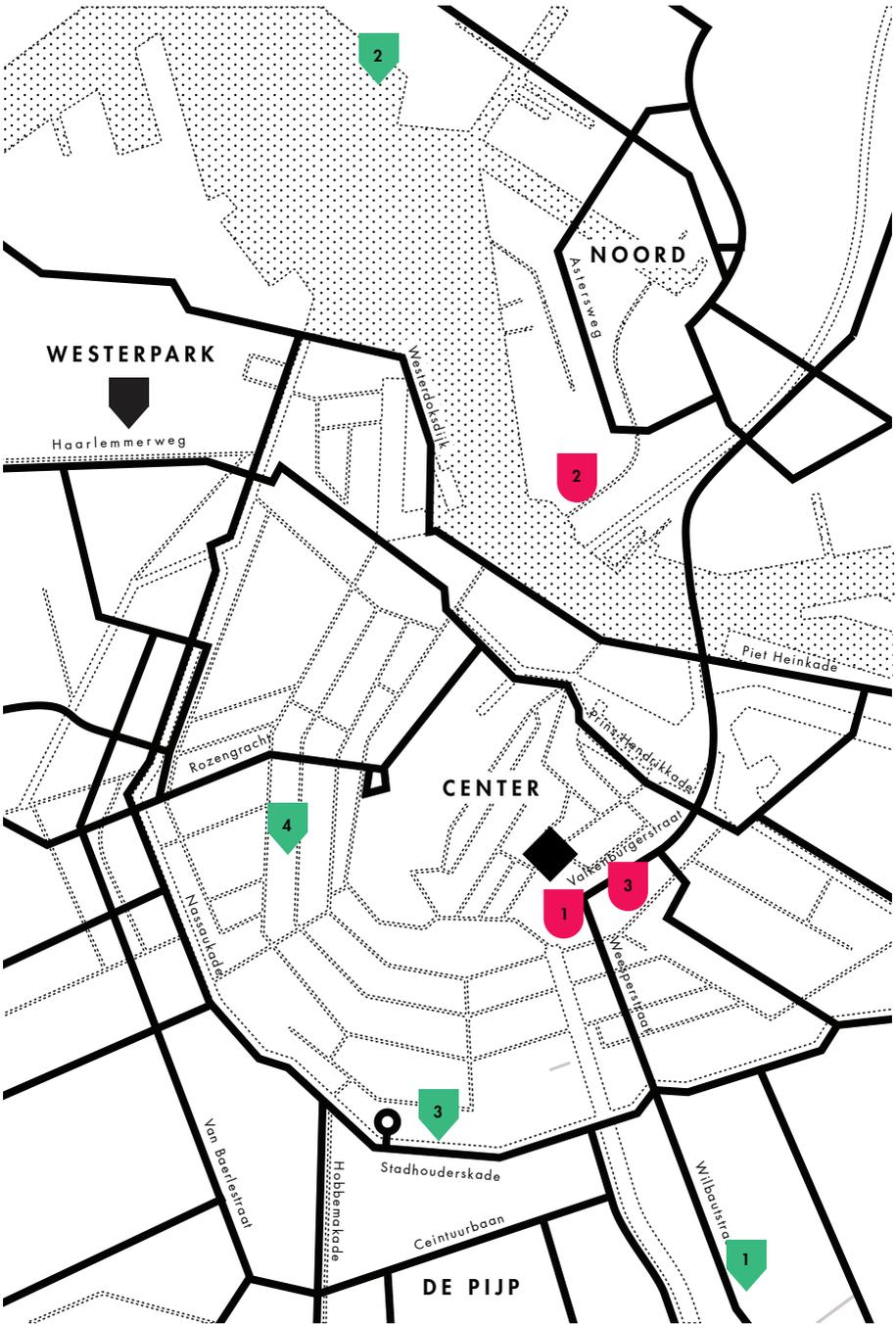
Amstel Botel
NDSM - Pier 3



Hotel Asterisk
Den Texstraat 16

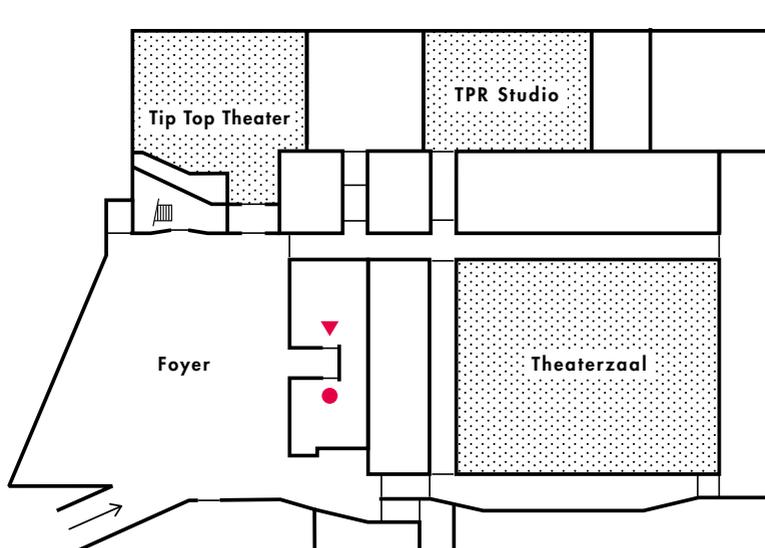


Canal Boutique Apartments
Keizersgracht 302

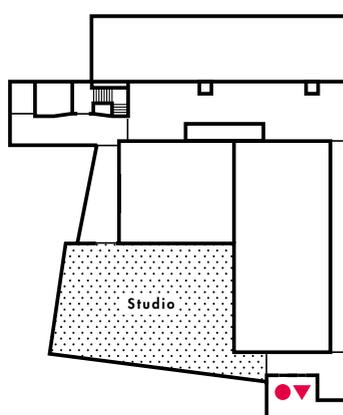


Academy of Theatre and Dance

GROUND FLOOR



8TH FLOOR



Credits

The Amsterdam University of the Arts is constantly innovating and developing. It occupies a prominent place, both nationally and internationally, in education, the arts and cultural life. The courses are given in alluring locations in Amsterdam, the cultural centre of the Netherlands. The AHK offers courses at bachelor and advanced or master level in the following subjects: fine art and design, music, film, theatre, dance, museology, architecture and arts education.

38

The Conservatorium van Amsterdam, the Netherlands Film Academy, the Academy of Theatre and Dance, the Reinwardt Academy, the Academy of Architecture and the Breitner Academy together form the Amsterdam University of the Arts (AHK).

ELIA – European League of Institutes of the Arts is the major multidisciplinary membership organisation for higher arts education institutions with about 250 members in 49 countries. Founded in 1990, the ELIA network represents some 300,000 students in all art disciplines.

ELIA advocates the arts on the European level and creates new opportunities for its members through sharing knowledge, facilitating the exchange of best practices and stimulating academic innovation. ELIA has well-established partnerships with other networks and cultural organisations worldwide.

NXT – Making a Living from the Arts is a 3-year project co-funded by the EU Creative Europe programme, coordinated by ELIA – European League of Institutes of the Arts in collaboration with 25 partners from 15 countries.

Through several activities, the project supports the career development of emerging artists and facilitates their international mobility. Thanks to its events and its digital platform NXT-CREATIVES, the NXT Project facilitates the exchange of best practices in the field of cultural entrepreneurship between higher arts education institutions and the creative industries.

For more information, please visit www.nxt-creatives.eu

Steering Group

[Nadia Danhash](#), InnovationRCA, Royal College of Arts London

[Marijke Hoogenboom](#), DAS Graduate School,
Amsterdam University of the Arts

[Kai Lehtikoinen](#), Center for Educational Research and Academic Development in the Arts (CERADA), University of the Arts Helsinki

[Judith Prins](#), BeroepKunstenaar.nl, Amsterdam University of the Arts

[Barbara Revelli](#), ELIA – European League of Institutes of the Arts

Conference Organiser

[Janja Ferenc](#), ELIA – European League of Institutes of the Arts

Initiated by



Partners



Co-funded by the
Creative Europe Programme
of the European Union

N—E—U—N—O—W



Amsterdam University of the Arts



Academy of Theatre and Dance
Amsterdam University of the Arts

ELIA

European League of Institutes of the Arts
Beulingstraat 8, Amsterdam
The Netherlands

T: +31 (0)20 330 1116

F: +31 (0)20 626 7751

elia-artschools.org

nxt-creatives.eu

Follow us

[Facebook @elia.artschools](https://www.facebook.com/elia.artschools)

[Twitter @ELIAartschools](https://twitter.com/ELIAartschools)

[LinkedIn ELIA – The European League of Institutes of the Arts](https://www.linkedin.com/company/elia-artschools/)

