

# AHK

● Amsterdam University of the Arts

## Art & Society-programme Culture Club



# Inhoud

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The Amsterdam University of the Arts (AHK) is one of the leading educational and knowledge institutions in the Netherlands in the field of arts and culture. In these times – in which society is faced with complex issues and the artistic practice under pressure – the AHK believes that **the exploration of new connections between creative practice and society are of major importance.**

The Art & Society programme of the AHK serves as a place for experimentation and valorisation in this regard. **It is an interdisciplinary and cross-sector lab** where artistic, social and technological research and creative practice converge.

The programme seeks to strengthen the connection between the different arts disciplines and society by offering self-employed participants the room to forge new connections with society on the basis of their own discipline, study programme, background and motivations. Related subjects include new forms of financially sustainable creative practices, and the functional role of the arts and artistry in new – chiefly social – contexts.

The programme offers a free space for development of a personal project with a social component, based on the strength of the creator's own discipline. At the same time, participants become acquainted with social partners and issues, and other arts disciplines. In this way, the programme not only works on connections between the arts and society, but also on interdisciplinary collaboration in the arts sector, the AHK, the Culture Club and the Marineterrein: the home base of the programme.

In the coming years, the Marineterrein in the heart of Amsterdam will evolve into an open, transparent learning environment for interdisciplinary development and exchange. The Culture Club is the central location at the site where people come together: for encounters and to create, show and discuss work and to learn from it. The programme helps to shape and inspire, due in part to the location – and at the same time makes use of the many possibilities and infrastructure that the location offers.

In 2020, the first team completed the Art & Society programme.

For the period October 2021 to June 2022, we are looking for:

## **8 alumni from all academies of the AHK**

**We are looking for alumni, with a maximum of 3 years practical experience, who are very driven – based on the strength and knowledge of their own discipline – to develop work with a social component.**

You have already gained experience herein, as a result of which you know the limitations of the current infrastructure, for example because the work doesn't fit within existing categories or because the artistic quality is not yet recognised.

As a participant in Team 2, we offer you a **learning and research pathway** in which you – on the basis of your own concrete project – can explore the social innovative capacity of your work and practice in greater depth. On the one hand, the programme is a supplement to your own practice, in the form of a 'pressure cooker' and safe space. On the other hand, valorisation, by developing and sharing knowledge, is an essential part of your participation. A teaching appointment of 0.2 FTE is therefore part of the programme.

The pressure cooker represents, among other things, the innovative potential of your work and that of fellow alumni, which converge in the programme. The safe space means that innovation does not have to prove itself immediately, but may develop gradually. We will support your development, among other ways through coaching and collaboration with the Team.

At the same time, we expect a large degree of self-organisation. In this way, your contribution will be essential to the formation and development of the programme itself, you can utilise and shape the Culture Club as a work and meeting place, and you can gain access to networks and contacts.

The knowledge that you acquire in this work and experiential pathway is not only intended for your own practice. On the basis of the project, you will test and apply knowledge in social contexts (valorisation) and you will share this knowledge: with the educational practice of the AHK (and its academies) and with Bachelor's and Master's students. The Culture Club offers lots of opportunities, as a platform and place, to apply your ideas and knowledge sharing.

# This is what we are looking for in you

**You are curious about new connections between the arts and society, and want to discover how you can make these possible.**

For example, through the use and development of interdisciplinary methodologies, working methods and technology. In addition to **creating connections**, you are strongly motivated, based on the perspective and strength of your own discipline, to learn from other disciplines and to integrate these lessons into your own practice. You will contribute in concrete terms to the education, based on your development as participant.

We see innovation, co-creation and inclusiveness as important conditions to be able to create new connections. You want to innovate and create something which doesn't yet exist within your discipline by finding new forms to tell stories and developing methodologies that make use of qualities of other disciplines. In this way, you will expand what a discipline is: what can it mean in these times to be an architect, designer, filmmaker, artist or musician?

Furthermore, **co-creation** is not a minor detail to you, but part of your personality and attitude. You will develop your practice independently by exchanging knowledge and coming up with new insights and methodologies with others. In this way, you will contribute to the growth of other creators, the broader development of the AHK, your own discipline and the creative field as a whole.

Inclusiveness is essential in order to stimulate connections. When composing the Team, we will therefore focus on the greatest possible variety of disciplines and backgrounds.



# This is what we are asking from you

- **You have a concrete research question**, which will be the guiding principle in the project that you will work on during your participation in the programme. You know very well what you want to teach and can flesh this out in a clear proposal for research and personal development. You have a great capacity for self-organisation.
- **You want to relate to major social challenges**. This means, among other things, that you have knowledge of initiatives like the Sustainable Development Goals, that you want to make connections through your work and want to increase engagement, and that you are aware of the position and the importance of the arts in society.
- **In order to make connections between the arts and society possible, you want to explore and develop interdisciplinary forms of the artistic practice**. You know and want to learn about challenges of introducing new work that can't be pigeonholed, and for which no support exists yet.
- **You want to work in new contexts, with a wide variety of relevant parties**. You do not only think on the basis of your own creative practice, but also on the basis of social connections and issues. Your work reflects this attitude, because it makes connections with (parts of) society and other disciplines and sectors.
- **You inherently like to share knowledge, see the importance hereof and make proposals for knowledge sharing**. You are good at communicating progress and new insights that you gain. You will make a proposal – within the context of your teaching appointment – for you will share your insights with the students and study programmes of the AHK, in which you will make use of the Culture Club as a platform and place.
- **You find it easy to collaborate in co-creation projects and are open to integrating new insights from other practices**. This is important, because the guiding principle with interdisciplinary research is that you don't only cling to your own discipline or field, but create intermediate positions.
- **You can be closely involved in the programme 2 to 3 days per week**, not only during compulsory moments, but also by working on-site in the Culture Club at the Marineterrein. You are also available every 6 weeks for an intensive sprint lasting 4 days (Thursday to Sunday).
- **You graduated no more than 3 years ago from one of the AHK academies**.

# This is what we are offering you

- **A programme lasting 9 months** (September 2021 up to and including June 2022), in which your development – independently and in context with others – is the key focus.
- **A unique workplace in the Culture Club at the Marineterrein.** You can work here during the programme and also invite external parties. It can be the temporary home of your practice.
- **The commitment of the Culture Club as a platform to sharing insights and bringing people together in connection with your project.** You can also make use of the contacts and infrastructure that the Culture Club and the programme offer.
- **Guidance with the development of your project from fellow participants and tailored coaching from the programme,** including a weekly check-in moment.
- **A teaching appointment of 0.2 FTE aimed at channeling back insights** – from your own development and that of your project – to the study programmes and students of the AHK. You will be given the opportunity to share knowledge in new ways, for example through making use of the Culture Club as a platform for a lecture, workshop, performance, exhibition, etcetera.
- **The opportunity, based on a concrete personal project with a social component, to explore the innovative potential of your work and make new connections.**



# Practical information

Please send no later than **17:00 on Monday 23 August:**

**1.**

Your  
motivation  
letter

**2.**

Your  
curriculum  
vitae

**3.**

Your  
proposal for  
research and  
knowledge  
sharing (form)

to [cultureclub@ahk.nl](mailto:cultureclub@ahk.nl)

## More information

For more information, you can contact:

### Matthijs ten Berge

Email: [matthijs.tenberge@ahk.nl](mailto:matthijs.tenberge@ahk.nl)

Available by telephone on Mondays between 13:00 and 16:00

06-26044150

**The first interviews will take place in the first week of September.**

# Format of the Development Proposal for Culture Club

**Name:** \_\_\_\_\_

**Academy which you graduated from:** \_\_\_\_\_

**Years of work experience:** \_\_\_\_\_

- 1.** Please give a brief description (max. 300 words) of the content of the project and the central research question which you would like to work on during your time in the Culture Club. Please describe herein in broad outline: why (your motivations), how (the research that you would like to conduct to arrive at the project), with whom and when.
  
- 2.**
  - 1.** Please describe the relevance/necessity of this project with regard to the social development to which it relates. Why do you feel attracted to this development?
  - 2.** Please describe how you want to make new connections, on the basis of your work and practice, with other domains and organisations in society. How do you want to use the programme for this?
  - 3.** Do you already have experience with making new connections between your work and other domains in society? Please describe how you did this, which problems you encountered, and how you want to use the programme to learn.
  
- 3.**
  - 1.** Please describe the relevance/necessity of this project with respect to your personal development as creator;
  - 2.** The research that you will conduct within Culture Club not only includes the work that you will make, but you will also research your own practice – who are you as a creator and how do you develop and learn as a creator? Which (personal) qualities characterise you? How do you want to use these personal qualities within Culture Club? Which qualities do you want to develop?

- 4.**
  1. Please describe the relevance/necessity of this project with regard to the connections that it makes with other disciplines. Which impetus will your project give to the development of interdisciplinarity within the arts?
  2. If you have previously developed interdisciplinary work, please describe how you want to grow further in this regard.
  
- 5.** Please describe, in line with your substantive research, which aspects of your artistic practice you would like to strengthen on an organisational level (communication, business side). These elements are also a vital part of the research that you will conduct within the Culture Club.
  
- 6.** In which way would you like to share the progress of your research and project – and the knowledge that you acquire – with students and academies of the AHK? And with other organisations?

#### Submission

Please send this form **no later than 17:00 on Monday 23 August**, together with your motivation letter and CV, to **matthijs.tenberge@ahk.nl**.



**Amsterdam University of the Arts**  
**Culture Club**