

## OPEN CALL

### The 'Producing the Future' participants' module DAS Master's Degree in Creative Producing - Creative Entrepreneurship in the Arts

The DAS Graduate School of the Academy of Theatre and Dance is setting up a new Master's Degree programme called Creative Producing - Creative Entrepreneurship in the Arts. This programme will commence in the 2017-18 academic year and is open to candidates from all arts disciplines. Prior to the start of the programme, we will organise a first module, which will run from November 2016 through February 2017.

***This module is for curious, enterprising professionals with experience in production, business management, curating, programming or mediating who aim to become creative producers.***

#### **DAS Creative Producing - Creative Entrepreneurship in the Arts**

The proposed two-year interdisciplinary Master's Degree in Creative Producing is designed for professionals in the arts who aim to become creative producers. Creative producers combine the role of producer with those of programmer, curator, financial director, and, armed with a personal artistic vision, move effortlessly between the arts, the general public, and potential and existing investors. They are above all innovators, and adept at generating public, political and financial support for artists and their work.

#### **The 'Producing the Future' module by Juha van 't Zelfde**

The Producing the Future module will be developed and run by DJ, programmer and curator Juha van 't Zelfde. Van 't Zelfde, artistic director of the Lighthouse Brighton production company, will apply his own working methods within the framework of the module and, working with participants, test these methods against current practice. With the aid of theory, lectures, case studies, peer learning and individual coaching, Van 't Zelfde will approach the subject from an economic perspective to examine the effect of developments in society on the function of the creative producer. He will be comparing two paradigms: the neoliberal capitalist approach (the market) and the post-capitalist approach (sustainability). He will engage with these paradigms by posing questions such as: 'Where do new ideas come from?' 'How do you create new platforms?' 'What role does the general public play?' And 'How do you raise funding for new works?'

Those taking this module (which allows for a maximum of 10 participants) will meet once a month for 3 or 4 days at a time between November 2016 and mid-February 2017 at the DAS Graduate School at the Grootlab in Amsterdam. These gatherings will provide the opportunity for participants to work through and discuss the material presented, meet important international guests, attend public events and contemplate the way the newly acquired knowledge compares with the practical realities of their profession.

### **Candidates**

To be considered for a place on the module, you must have a degree from a scientific (WO) or vocational (HBO) university, or near equivalent, and/or relevant work experience. You must also have an affinity for the arts and preferably be working as a producer, curator, programmer, business manager or agent (ideally on a project or within an organisation of your own). You must be fluent in English and Dutch, both written and verbal, and be able to make time to attend all of the teaching sessions, work through the course material and reflect both on your own work and on the content of the module.

Participants will be awarded a certificate on successful completion of the module.

Cost: €500 + a contribution towards travel costs (Amsterdam - Brighton).

### **Interested?**

Registration is open until October 10, 2016. To register, send a brief letter of motivation (max 600 words) and your CV (max 2A4) to [dascreativeproducing@ahk.nl](mailto:dascreativeproducing@ahk.nl). Candidates will be selected on the basis of their motivation letter, work experience and the composition of the group.

[Read](#) a detailed description of the module, and the relevant dates and selection procedure.

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