




# HKU

# HKU



## New Practices, New Solutions



 @hku.utrecht  
 HKUtrecht  
 @dekunstvanhku

1

art gallery

2

associate degree programmes

4400 students

5

master's programmes

45% of the population is below 30 years of age

'Europe's most beautiful canal city'\*

a big variety of festivals for every season

only 30 minutes away from Schiphol International Airport

4th

biggest city of the country

35

bachelor's programmes

This is HKU

1

theatre

This is Utrecht

28

workspaces and studios

1

concert hall

very bicycle-friendly city

350,000 inhabitants

9

schools

8

minors

65,000 students in the region

historic centre, dominated by the Dom Tower

# Introduction

At HKU University of the Arts Utrecht, we offer both education and research programmes in the fields of design, fine art, media, technology, music, entrepreneurship, theatre, games and interaction. We aim to lead the way in offering innovative education in the arts and beyond.

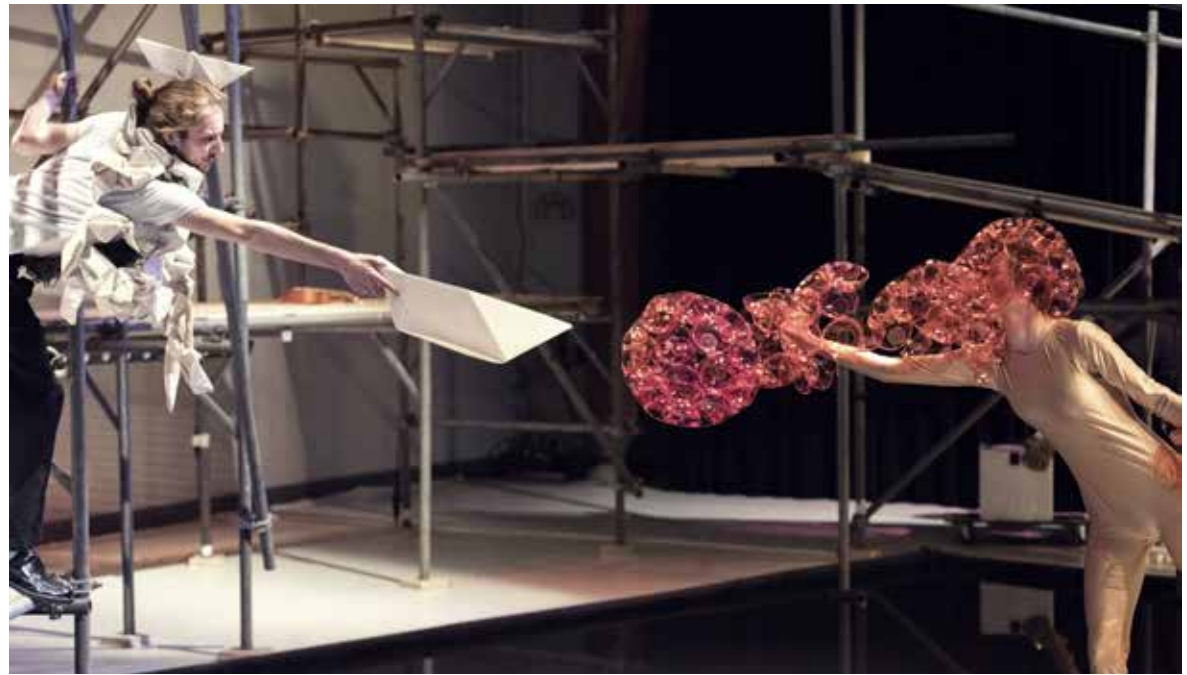
We say 'beyond', because we believe art can play an important role in solving or addressing societal challenges. HKU brings creativity and design thinking to fields that are traditionally thought of as unrelated to the arts, such as healthcare or citizen engagement. We also stimulate creative crossovers, which result in the development of hybrid art forms that disrupt traditional boundaries between disciplines.

This approach leads to innovative solutions, new professional practices and new career opportunities for creatives. Together with local, national and global partners, we prepare students for a future that they themselves help shape.

Interested? We welcome students, staff, lecturers, guest lecturers, researchers and artists-in-residence from different backgrounds to become part of our creative environment. It might just change the way you think about art.

# This Defines Us

At HKU University of the Arts Utrecht, we know how to do art education well. We will make you feel at home while challenging your world view on how things are 'supposed to be'. We like to cross borders, explore new territories and find ways to inject creativity in places others would never have thought of looking. Several themes are particularly relevant to our educational profile, our practice-based research and our contribution to society at large. Themes that set us apart and provide students, lecturers, researchers, alumni and partners with the compelling environment they need to further their creative career.



© Jos Kuklewski



© Felipe Pippi

## Creative Crossovers

We recognise that artists who look beyond their own discipline can bring about creative innovation where it matters most. We have an entire curriculum dedicated to such multidisciplinary working relationships: the Crossover Creativity programme, which invites students to combine their expertise and tackle societal challenges by looking at things from a new perspective.

For example, recent alumni investigated how a refitted public listening post that was used to call for roadside assistance before the advent of mobile phones could increase the quality of life in a neighbourhood.

Another example is the virtual model of a sustainable city made for the Dutch Ministry of Infrastructure and Water Management. This interactive presentation visualises different sustainability initiatives when the user moves parts of a physical model around.



© Anne Toonen

## Social awareness

Many graduation projects or research initiatives contain an element of social awareness, exploring how we can make life better, easier or more affordable, especially for vulnerable or disadvantaged people.

A recent initiative by one of HKU's professorships was about helping children who suffer from epileptic seizures to convey what they experience during such a seizure, as this often proves difficult to put into words. In this project, called *If You Are Not There Where Are You*, artists motivated children to share their experiences by means of visual art, performance or drama.

In the research programme Music Design, musicians with a knack for technological innovation created an extension for the open source music notation programme Lilypond, that enables blind musicians to instantly convert sheet music to braille.

At Werkspookkwartier, a previously derelict piece of land next to a railroad track, HKU students contributed to a tiny village of houses that serves as a testing ground for the circular economy.

**'HKU alumni are changemakers whose impact extends far beyond the traditional art world.'**

– Arlette Kerkhof, director of the Expertise Centre for Creative Entrepreneurship

## Design Thinking

Students and alumni from HKU do not limit their careers to the creative industries as traditionally understood. They often bring their design thinking skills to other industries and environments, and explore new career opportunities.

A recent alumna helped a local hospital redesign the way children with psychiatric disorders are hospitalised. By linking important steps of the hospitalisation process to so-called *challenges*, she made the children heroes in their own stories. Gamifying the procedure meant that the young patients experienced less anxiety during this stressful period.

HKU's Innovation Studio (part of the Expertise Centre for Research, Innovation and Internationalisation) has developed the citizen engagement ladder model, which teaches governments, companies and NGOs to always involve the target audience as early as possible when designing a campaign, app or customer journey. Testing with the target audience often happens too late, resulting in costly last-minute fixes and a less effective product or service. The ladder model helps to avoid such pitfalls and is used as an example in some of our classes.



© Herman Kempers



© Thomas van Schaik

## Entrepreneurship

HKU knows an 'entrepreneurial attitude' can manifest itself in many ways. Creating a livelihood is one thing, but many of our students are also intent on improving the world a little.

At HKU, such initiatives are welcomed, celebrated and actively supported. HKU has been a partner in CREA, a series of summer academies for intrepid students from all over Europe who want to launch their business idea.

HKU's school of Art and Economics focuses entirely on the connection between creativity and business. It is one of the largest schools within HKU and its faculty actively searches for strategic partnerships with companies, to give students the opportunity to take on real-world challenges while maintaining a critical and creative outlook.

HKU X is our entrepreneurial learning environment. It is open to both students and alumni. Dozens of up-and-coming creative professionals have made this space their launch pad for furthering their creative careers.

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**'We encourage students to investigate the possibilities and pitfalls of new and existing technologies.'**

– Machiel Veltkamp, researcher at the Expertise Centre for Creative Technology

## Technology

HKU has a particular focus on technological innovation. We provide our students with innovative technology that empowers them to enrich, transform or reinvent their work. We currently have 28 workspaces and studios, which give students from all schools the opportunity to experiment with virtual reality, motion detectors, motion capturing, sensors, green screens and 360-degree sound recording.

In addition, we provide spaces for students to work with metal, ceramics, textiles or plastics - or a combination of all of them. An artisanal letterpress and book-binding facility is perfectly at home next to a digital printing shop, and the Makerspace for 3D printing has a biospace for designing organic material as its neighbour. We have editing rooms for film makers and musicians, photo studios, silkscreen printing rooms and a sewing shop.



© Iris Bergman



© Iris Bergman

is about studying the systems used in these processes. The broad profile of the courses prepares students not just for a career in the music industry, but also for involvement in healthcare, education, theatre, film and television.

### HKU Utrechts Conservatorium

HKU Utrechts Conservatorium is a place where students are encouraged to discover their own musicianship and explore the boundaries of genres and styles. They learn to find a stage everywhere there is an audience. Our study programme enables students to play, perform and communicate music in a challenging educational environment.

### HKU Theatre

At HKU Theatre, students work in an interdisciplinary setting, which includes acting, theatre-making, designing, writing and teaching. They learn to create and produce contemporary theatre based on their own vision, working together with their environment. Our courses approach theatre as a way to communicate our engagement with the world.

## Our Schools

We offer a wide range of BA and MA study programmes, divided over 9 schools.

### HKU Games and Interaction

Games, apps and social media change our society: how we communicate, learn, work together and spend our leisure time. Entertainment companies, government bodies, publishers, schools and young start-ups all want their own digital products. What are the possibilities and limitations of these interactive media? How can we use games and apps to make the world a better and happier place? This is what HKU Games and Interaction is all about.

### HKU Music and Technology

Music, sound and technology are the recurring ingredients of HKU Music and Technology. 'Music' here means giving artistic meaning to sounds. 'Sound' focuses on designing these sounds. And 'technology'



© Anne Toonen

### HKU College

HKU College offers an innovative learning environment where students can draw on their creativity to fully express their societal engagement. Students are challenged to help shape tomorrow's society. Students delve into topical challenges in the areas of future health, smart cities, future learning and social inclusion. This makes HKU College the ideal place for Bachelor's and Master's students who want to be involved in crossover studies and work.

## HKU Media

HKU Media trains students to become professionals in telling and presenting critical, artistic and compelling stories. Students explore new ways of narrating, in order to convey their story as powerfully as possible and move their audience. They do so through animation, film, drawing, illustration, photography and graphic design. It is important they make optimal use of a variety of media platforms and to apply the latest technological and artistic insights.

## HKU Design

HKU Design is the place for students with a passion for product design, fashion, spatial design or interior architecture. Students are interested in the latest techniques, work independently and choose their own path. During their studies, they learn about all stages of design, from concept to tangible product. They conduct research and work for external clients. At the same time, they are aware of the way they can position themselves as designers in order to make our changing world a better or more beautiful place.

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**'We highly value the teamwork skills needed to develop alternatives for the complex problems in the fashion industry.'**

– Marina Toeters, lecturer fashion design

## HKU Fine Art

Fine Art students enjoy molding their impressions of the world into autonomous artworks and sharing their multitude of ideas and visions with others. Their artistry is founded on ideas about themselves, about the nature of art, and about how things are constructed or relate to one another in society.

## HKU Art and Economics

Students of HKU Art and Economics are enterprising, inventive and determined. They take on challenges and focus on finding creative and innovative solutions. They combine creative thinking with business skills, so that they can use creative processes in the arts for solving business issues.





# Our Centres of Expertise

In today's ever-changing society, the HKU expertise centres are an indispensable link between education, industry and research. They develop and disseminate knowledge about the surprising role of creativity in new and existing fields, drive organisational development, address relevant topics and establish long-term partnerships between our school and the outside world. There are four centres of expertise:

## Expertise Centre for Research, Innovation and Internationalisation

This centre is the engine that drives art-related research at HKU. It handles fundraising and acquisition, provides hands-on support for HKU's professorships and houses its own Innovation Studio for projects with external partners that benefit students. The centre ensures knowledge is disseminated to all departments and national and international partners, prepares policy and organises quality assurance for research. It is also responsible for internationalisation efforts in both research and education.

## Centre for Lifelong Learning and Innovation in Education

HKU's approach to lifelong learning is to build learning communities. We provide a home not just for Bachelor's and Master's students, but also for (creative) professionals who want to keep developing their skills at all stages of their career. The centre's educational experts help design innovative course material, organise training programmes and investigate the possibilities of technology-enhanced education for students who want to be unconstrained by time and location.

## Expertise Centre for Creative Technologies

Technological developments enable new forms of art and design. This centre explores the possibilities of Virtual and Augmented Reality (VR and AR), sensors, robots, 3D printing, algorithms and interfaces, and their application in art education. We aim to show the many ways in which technology can enrich the arts and how art can also help us reflect critically on technological advancements. The centre facilitates multidisciplinary experiments to ensure HKU remains ahead of the curve when it comes to cutting-edge facilities and workplaces.

## Expertise Centre for Creative Entrepreneurship

More than ever, working in the arts and creative industries requires the ability to look beyond the limits of your own discipline and develop an entrepreneurial mindset. The Expertise Centre for Creative Entrepreneurship provides the tools necessary to develop such a mindset, through workshops, masterclasses, personal advice and its own 'entrepreneurial space', called HKU X. This is an art studio, workspace, incubator, meeting room and conference hall rolled into one. It provides participants with an inspiring setting to bring their dreams multiple steps closer to reality.



© Anna van Koijl



© Luc Wittabol

## Our Professorships

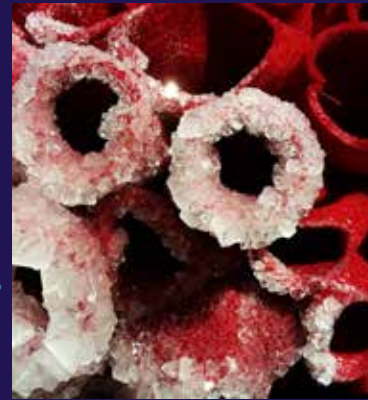
The research activities of HKU's professorships are focused on processes of creative production in relation to multidisciplinary, technology, entrepreneurship and (lifelong) learning. Two separate topics are the development of research methodologies for the arts and 'emerging research', which is a space to investigate new and unexpected opportunities. The professorships work closely with external partners: artists, designers, businesses, research institutes, social organisations and governments. HKU has five professorships:

### Research in Creative Practices

The Research in Creative Practices professorship explores the theory of creative practices from the perspective of the maker, unlocking 'makers' knowledge' and – along with makers – transforming their insights into 'creative knowledge' that can be used more widely. The professorship's prime concern is to facilitate makers as researchers. Research should be given its own place in the creative process, whereby small groups of makers deliberately research one another's practice.

### Creative Economy

The Creative Economy professorship is concerned with issues on the interface between creativity and economy, and aims to increase the added value of the creative sector for society as a whole. The professorship does so in two ways; firstly by researching and developing strategic principles for the valorisation of the creative process, and secondly by promoting the innovation of business models and organisational principles in the creative sector.



© Team Peter Stigter



© Studio Airport

### Interactive Narrative Design

The Interactive Narrative Design professorship researches tools to communicate, discuss and comprehend complexity, as a meaning-making practice for the 21st century. There is an ever-increasing demand from businesses and consumers for interesting interactive narrative products and services. Despite this growing demand, digital technology is still in its infancy as far as interactive digital narratives are concerned. The professorship aims to change this by acquiring expertise in the areas of best practices, design paradigms and pedagogy.

'Everybody has the capacity to be surprised by their own creativity. HKU has given me the opportunity to develop this idea into a method for meaning-making and creative liberation in any work environment.'

– Bart van Rosmalen, professor Art and Professionalisation

### Art and Professionalisation

The Art and Professionalisation professorship helps professionals from both within and outside the arts to integrate artistic qualities like 'narrating', 'creating' and 'performing' into their everyday practice. The professorship searches how the interplay between art and work allows for the transcendence and renewal of the daily grind that characterises so many working environments.

### Performative Creative Processes

The Performative Creative Processes professorship explores creative processes in all the arts with a performative character. There is an increasing need for telling stories with the aid of different disciplines, media and platforms. This frequently takes place in arts with a performative character, such as theatre, music and performance. The professorship's research responds to today's situation, where old performative practices are making way for new cross-media and cross-discipline forms.



© Lucas Wittebol

# HKU Meets the World

HKU University of the Arts Utrecht is internationally oriented and has partnered with almost 200 educational institutions abroad. We promote student and staff exchanges, engage in international (research) projects and invite artists from around the world to take up temporary residency with us.

Our alumni work in fields that extend far beyond Utrecht and the Netherlands, which is why we believe it is important for our students to learn about the world beyond their own doorstep. As professionals in an ever-changing world, we are open to new experiences and new perspectives. At the same time, we are keen to share our own knowledge with the world. Every year, more than 200 domestic students go abroad for study, internships or art projects.

Currently, hundreds of HKU students come from outside the Netherlands, from places like Spain, Greece, China, Australia, Germany, Japan and South-Korea. Foreign students can attend HKU as a regular student (BA, MA, MPhil, PhD) or as part of exchange programmes like Erasmus or bilateral agreements.



© Shira Koopman



© Pamela van Gelderen

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**'Our cooperation with foreign partners allows us to offer our students a broader perspective on the world.'**

– Lisette Boeren, Programme Manager Internationalisation

Several of our schools maintain their own relationships with international partners. 'The schools of Art and Economics and Media have set up a two-week study programme called *Imagining Tomorrow International*. Students and coaches from different countries work in multidisciplinary teams to address questions about future design thinking. They take on real-life assignments from local public and private organisations. The school for Games and Interaction has developed long-lasting relationships with technical universities and art schools in South Korea, China and Japan. Every year, they engage in an applied game jam where students from all these schools meet up and design games around a relevant topic.

Several HKU students have completed projects or internships in Africa. A recent example is that of two students who established a video link between the Netherlands and the Ugandan capital Kampala. Dutch and Ugandan citizens were invited to ask each other about their lives and get to know each other a bit better.

At the school of Theatre, students engage in Skype calls with fellow students from Costa Rica and Turkey and interview each other, proving that internationalisation does not have to be a costly endeavour.

# Get in Touch

## Students

Want to become a part of our learning community? International students can attend HKU as a Bachelor or Master student, as a Pre-PhD student or as an exchange student in the framework of programmes such as Erasmus+.

- Bachelors and exchange: [hku.nl/exchange](https://hku.nl/exchange)
- Masters: [hku.nl/mastersprogrammes](https://hku.nl/mastersprogrammes)

## Professionals

Interested in joining HKU as a lecturer, guest lecturer, researcher or artist-in-residence?

- Centres of expertise: [hku.nl/researchandinnovation](https://hku.nl/researchandinnovation)
- Professorships: [hku.nl/professorships](https://hku.nl/professorships)

Do you have further questions about studying or lecturing at HKU?  
Send them to [international@hku.nl](mailto:international@hku.nl)



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