



# PARCO GARRAM

## International Seminar in Arts Administration in Europe

Issues and Practices in Arts

Administration: the European Context

The Netherlands

June 1 – June 10 2014

**HKU**

University of the Arts Utrecht  
The Netherlands

**NYU**Steinhardt

Steinhardt School of Culture, Education, and Human Development

# Sunday, June 1 – Utrecht

**Hotel check in**      **Students arrive independently**

Hotel Mitland  
Ariënslaan 1  
3573 PT Utrecht  
Tel: +31 (0)30 271 5824  
fax: +31 (0)30 271 9003  
www.mitland.nl

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**4:45 pm**      **Introductions and group walk through  
Utrecht center**

Prof. Carlo Lamagna, Brann Wry, and Prof. Ad  
Huijsmans, Senior Lecturer & International Coordina-  
tor, HKU University of the Arts, Art & Economics.

LOCATION: Hotel Lobby

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**6:30 pm**      **Group dinner at Broers Stadscafé-Restaurant**

LOCATION: Janskerkhof 9  
3512 BK Utrecht  
Tel.: +31 (0)30 234 3406

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## Monday, June 2 – Utrecht

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>9:30 am</b>	<b>Utrecht School of the Arts (HKU)</b> Welcome from Jules van de Vijver, President, HKU, University of the Arts.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>10:00 am</b>	Curriculum overview: Prof. Carlo Lamagna, Guided discussion: Prof. Brann Wry, Prof. Ad Huijsmans
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>12:00 pm</b>	Greetings from Gabriëlle Kuiper, Director HKU Arts & Economics, Iris Eshel, Course Leader Arts & Economics
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		LOCATION: Lange Viestraat 2 3511 BK Utrecht Tel.: +31 (0)30 233 2256 Room 209 www.hku.nl
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>12:15 pm</b>	Lunch individually
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>1:15 - 2:30 pm</b>	Cor Wijn, Senior-Consultant, Arts & Leisure at BMC (a consultancy firm in public administration), author of <i>The Cultural City</i> , 2014. Topic: <i>Cultural Development of the City of Utrecht</i>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>2:45 pm</b>	Meet with HKU Arts Administration students
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>FREE EVENING</b>	Dinner individually
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
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## Tuesday, June 3 – The Hague

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>8:00 am</b>	Bus departs Hotel Mitland for The Hague Buscompany: Triomf Tours Tel.: + 31 (0)343 591 158 info@trionftours.nl
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>9:30 - 11:00 am</b>	<b>Council for Culture (Raad voor Cultuur)</b> Monique de Louwere, Secretary of Visual Arts, Design and Architecture and file holder international cultural policy Raad voor Cultuur. www.cultuur.nl
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<b>Ministry of Education, Culture and Science (OCW)</b> Mr. Jerker Spits, Senior Policy Advisor, Department for Arts and Heritage j.b.spits@minocw.nl www.minocw.nl www.government.nl (English Version)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		LOCATION: Raad voor Cultuur Prins Willem Alexanderhof 20 2595 BE Den Haag Tel.: +31(0)70 310 6686
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>11:30am - 12:30pm</b>	<b>Gemeentemuseum Den Haag</b> Jet van Overeem, Curator, Education Department
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		LOCATION: Gemeentemuseum Den Haag Stadhouderslaan 41 2517 HV Den Haag Tel.: +31 (0)70 338 1111 www.gemeentemuseum.nl www.wonderkamers.nl
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>12:45 - 2:30 pm</b>	<b>Gemeentemuseum Den Haag</b> Lunch individually, Wonderkamers individually and visit museum
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

# Wednesday, June 4 – Amsterdam

○ ○ ○ **3:00 pm** **Nederlands Dans Theater**  
 'Move in' department staff:  
 Saskia Bosman, High School and Talent Development  
 Maaïke Reijntjes, Planning and Organization

○ ○ ○ **3:10 - 4:00 pm** Tour with Maaïke Reijntjes

○ ○ ○ **4:00 - 4:45 pm** Discussion with Janine Dijkmeijer, Managing Director

○ ○ ○ **5:00 - 6:20 pm** Dance Workshop with Saskia Bosman

○ ○ ○ LOCATION: Nederlands Dans Theater  
 Schedeldoekshaven 60  
 2511 EN Den Haag  
 Tel.: +31 (0)70 880 0100  
 www.ndt.nl

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○ ○ ○ **6:30 pm** Bus departs for Hotel Mitland

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○ ○ ○ **7:45 am** Bus departs Hotel Mitland for Amsterdam

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○ ○ ○ **9:00 am - 10:00 am** **Rijksmuseum Amsterdam**  
 Marjolijn Meynen,  
 Head of Communications & Marketing  
 Hobbemastraat 20  
 1071 ZC Amsterdam  
 Tel.: +31 (0)20 674 7000  
 www.rijksmuseum.nl

○ ○ ○ **10:30 am - 12:00 pm** Tour of Rijksmuseum with Monica Ruiter and  
 Cindy Pols, Guides of the Rijks Museum

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○ ○ ○ **12:00 - 1:00 pm** Lunch at Museum cafeteria

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○ ○ ○ **1:30 - 3:00 pm** **Amsterdam's Music Theatre/The Dutch National Ballet**  
 Sandra Eikelenboom, Head of Marketing, Communica-  
 tion & Sales – The Amsterdam Music Theatre  
 sandra.eikelenboom@het-ballet.nl  
 Mandy Romme, New Media Specialist

○ ○ ○ LOCATION: Waterlooplein 22  
 1011 PG Amsterdam  
 Tel.: +31 (0)20 551 8225  
 www.het-nationale-ballet.nl

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○ ○ ○ **4:00 - 5:30 pm** **Eye Film Institute**  
 Ido Abrams, Sector Manager Public, Education  
 and Presentation, Stan Spijkerman, Sector Manager,  
 Operational Management

○ ○ ○ LOCATION: IJpromenade 1  
 1031 KT Amsterdam  
 Tel.: +31 (0)20 589 1402  
 www.eyefilm.nl

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○ ○ ○ **6:00 pm** Bus departs for Hotel Mitland

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○ ○ ○ **FREE EVENING** Dinner individually

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# Thursday, June 5 – Zwolle

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>8:00 am</b>	Bus leaves Hotel Mitland for Zwolle
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>9:30 - 10:30 am</b>	Museum de Fundatie in 'het Paleis a/d Blijmarkt' in Zwolle. Ralph Keuning, Director/Chairman
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>10:30 - 11:45 am</b>	Visit museum on own.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>11:45 - 12:00</b>	Meeting with Ralph Keuning at the museumbar (third floor)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		LOCATION 1: Paleis a/d Blijmarkt Blijmarkt 20 8011 NE Zwolle Tel.: +31 (0)572 388 188 www.museumdefundatie.nl
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>12:05 - 12:35 pm</b>	<b>Visit to Theater Odeon</b> Margreet Wieringa, General Director Odeon De Spiegel Karen White, Youth Shows and Educational Activities Short tour of Odeon Theatre by Karen White
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		LOCATION: Blijmarkt 25 8011 ND Zwolle Tel.: +31 (0)38 428 8288
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>12:45 - 2:00 pm</b>	<b>Waanders in de Broeren</b> Lunch & lecture Ellen Waanders, Staff member, Head General Products
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		LOCATION: Achter de Broeren 1-3 8011 VA Zwolle Tel.: +31 (0)38 421 5392 waandersindebroeren.nl
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<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>2:15 - 3:15 pm</b>	<b>Theater de Spiegel</b> Margreet Wieringa, General Director Odeon De Spiegel Karen White, Youth Shows and Educational Activities Short tour of Theater de Spiegel by Karen White
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		LOCATION: Spinhuisplein 14 8011 ZZ Zwolle +31 (0)38 428 8288 www.odeondespiegel.nl
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>3:20 - 3:45 pm</b>	Bus to Castle
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>3:45 - 5:30 pm</b>	Museum de Fundatie in 'Kasteel het Nijenhuis' Ralph Keuning, Director/Chairman
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		LOCATION: 't Nijenhuis 10 8131 RD Heino/Wijhe Tel.: +31 (0)572 388 188
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>5:30 pm</b>	Bus departs for Hotel Mitland
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
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# Monday, June 9 – Otterlo/ Amsterdam

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>9:30 am</b>	Bus departs Hotel Mitland for Kröller-Müller Museum
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>10:30 am</b>	<b>Kröller-Müller Museum</b>  LOCATION: Houtkampweg 6 6731 AW Otterlo +31 (0)318 591 241 <a href="http://www.kmm.nl">http://www.kmm.nl</a>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>11:00am - 12:30 pm</b>	Guided Tour of the museum
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>12:30 - 4:15 pm</b>	Lunch and possibilities for visits to, museum, sculpture garden, or Park de Hoge Veluwe (bikes available)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>4:30 pm</b>	Bus departs for Amsterdam
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>6:00 pm</b>	Dinner individually
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>8.30 pm (performance introduction at 7:45 pm)</b>	<b>Nederlands Dans Theater performance 'PROGRAMMA V'</b> LEON & LIGHTFOOT NEDERLANDS DANSTHEATER 1 KRONOS QUARTET  LOCATION: Food Center Amsterdam Jan van Galenstraat 4 1051 KM Amsterdam
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>10.00 pm</b>	Bus departs for Hotel Mitland

# Tuesday, June 10 - HKU Presentation of Case Study Assignments

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>9.00 am - 12:15 pm</b>	<b>Final presentation of Case Study Assignments</b> Panel members: Prof. Carlo Lamagna, Prof. Brann Wry, Prof. Ad Huijsmans  LOCATION: HKU Lange Veststraat 2, Room 209 3511 BK Utrecht Tel.: +31 (0) 30 233 2256
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>12:15 - 1:15 pm</b>	Lunch individually
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>1:30 - 2:45 pm</b>	Rene Kooyman (MA), Project Manager EU Creative Urban Renewal Cultural and Creative Industries; the European Context, and the Urban Quest. <a href="mailto:rkooyman@rkooyman.com">rkooyman@rkooyman.com</a> LOCATION: HKU Room 209
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>3:00 - 4:00 pm</b>	Mr. Eric Holterhues, Head of Arts and Culture, Triodos Bank  Towards a Sustainable Way of Financing the Arts <a href="http://www.triodos.com/en/about-triodos-bank/what-we-do/our-expertise-overview/arts-culture/eric-holterhues/">http://www.triodos.com/en/about-triodos-bank/what-we-do/our-expertise-overview/arts-culture/eric-holterhues/</a> <a href="mailto:Eric.Holterhues@triodos.nl">Eric.Holterhues@triodos.nl</a>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>FREE EVENING</b>	Dinner individually

# Wednesday, June 11 – Departure for Berlin

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>Morning</b>	Check out of Hotel Mitland
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>10:00 am</b>	Cabs to Utrecht train station
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>11:02 am</b>	Utrecht Centraal – change at Duisburg Hbf (on the Holland/Germany border, close to Dusseldorf)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>5:11 pm</b>	Arrive Berlin Hauptbahnhof, main railway station
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>7:00 - 7:45 pm</b>	<p>Welcome by Anja Schmalfluss, Program Coordinator for Berlin and Manager Honigmond Hotel            Handout of final itinerary, Berlin maps, general information and public transport tickets</p> <p>LOCATION: Honigmond Hotel lobby            Tieckstraße 11            10115 Berlin, Germany            +49 30 2844550            www.honigmond.de/</p>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>FREE EVENING</b>	Dinner individually

# New York University Summer 2014

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>New York University</b>	Department of Art and Art Professions Steinhardt School of Culture, Education, and Human Development
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		Professor Brann J. Wry, Director Performing Arts Administration Program
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		Prof. Carlo Lamagna Senior Faculty, Visual Arts Administration M.A. Program
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>HKU University of the Arts Utrecht, The Netherlands</b>	Prof. Ad Huijsmans Dutch School Coordinator Senior Lecturer & International Coordinator HKU Art and Economics Email: ad.huijsmans@hku.nl
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		If you would like more information or would like to know more about one of our Masters programmes, please visit <a href="http://www.hku.nl/english">www.hku.nl/english</a>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		Are you interested in research projects, researchers or collaboration? We'd like to hear from you via <a href="mailto:contact@research.hku.nl">contact@research.hku.nl</a>



