

## FULL CV ANN LAENEN



Born in Belgium, married status, moved to Malta in September 2015

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**Keywords** (Inter)National Project management, Cultural/Artistic Management, Change management, Cultural communication, Arts Education, Communication Media Design, Design Education, Media Critics, Service Design, Marketing, Arts Consultancy, Co-design, Curatorship .

### Education

\* 2007 PhD – Audience Development - School of Education – University of Leeds: Why Opera Education? *Five case studies of views in a European context*. Supervisors: Dr.Valerie Tee , Prof Dr. Peter T. Tomlinson , Dr. Catherine Burke

\* 1992 Master Arts and Theatre science - K. U Leuven – thesis about Wagner's 'Gesamtkunstwerkgedanke' based on the millennium edition of *Der Ring des Nibelungen* staged by Patrice Chéreau, supervisors: Prof. Johan Vanbergen and Prof. Jan Caeyers. Lector: Prof. Luc Verpoest

### Career

#### OCTOBER 2018 (present)

\* **Visiting Senior Lecturer at the University of Malta – Department of Marketing at the Faculty of Economics, Management and Accountancy.** Where I teach among other topics Marketing Design and Advertising , Digital Marketing, Marketing and Web services and supervise master students.

\* **Facilitator** development Design Action Plan for the Valletta Design Cluster (March 2019-October2019)

#### **JANUARY 2016 (present)**

\* **Meeting Point Strand Coordinator Valletta 2018.** Coordination the Artist in Residence Programme for the Valletta 2018 Fondation: Gozo Residencies, Residency programme at Sir Anthony Mamo Oncology Centre 2016-2018, Residency programme at Esplora 2018, Design4DCity 2016-2018, ...

\* **Commissioner QAC NCFHE**

\* Co-curating the exhibition **The Island Indoors** – 9-30 November 2018, Hof De Bist – Ekeren/Antwerpen (other artist-curator: Stefan Kolgen, artists involved: Caesar Attard, Matthew Attard, Ryan Falzon, Aaron Bezzina). This exhibition is supported by the local arts fund of the City of Antwerp and Malta Arts Council.

\* PR and Marketing for the **Valletta International Baroque Festival** from December 2018 onwards.

#### **OCTOBER 2015 (present)**

\* **Visiting Senior Lecturer at the University of Malta – Department of Digital Arts at the Faculty of Media and Knowledge Science.** Where I teach Active Design Processes- Collaborative Practice to the 3<sup>rd</sup> year students, and Introduction to Design Thinking to 1<sup>st</sup> year students.

\* **Freelance consultant, project manager, researcher in culture, arts, design and education :** Evaluator Malta Showcase, Moderator workshop on the Quality of the Arts (ACM), Support 4 arts organisations with their applications for structural funding in the Arts in Flanders, development higher education programme Digital Experience Design for Erasmus Hogeschool Brussel, strategic support for Arts Council Malta, ...

#### **JANUARY 2013- SEPTEMBER 2015 (KU LEUVEN, LUCA School of Arts Faculty of the Arts, School of Arts KHLim (Media, Arts & Design Faculty campus C-mine)**

\* **Dean, teacher, advisor and researcher of the Faculty of the Arts of the University of Leuven.** The faculty groups the Higher Arts Schools, which are part of LUCA School of Arts (former Sint Lukas Brussels, Sint Lucas Gent, Lemmensinstituut) and KHLim School of Arts (Media, Arts & Design Faculty Campus C- mine – The campus I was in charge of 2010-2012). Since this is a new faculty my challenges and tasks are multiple: develop a structure with the management of the

School of Arts, develop a vision for the faculty, work on future perspectives for higher Arts Education, develop with the heads of program a high level educational program as well as high level research in the Arts, inspire and coach about 300 FTE (educational personnel, researchers and experts) in their day to day work at the faculty, and last but not least manage (with the staff) a budget of about 25 million euro but with taking cuts into account since finances for Higher Arts Education are descending.

The faculty houses about 1800 students, is hosted by the group of Humanities at the University of Leuven and covers education in Music, Drama, Fine Arts, Photography, Graphic Design, Textiles, Media (Film, New Media applications), Product Design, Interaction and Game Design and Teacher training in Arts and Music. The faculty also hosts four research units (Interaction, Intermedia, Music & Drama and Image), which are strongly linked with the education programs and which intertwine with other research units at KU Leuven, as well as with the cultural sector and the Creative Industries in Flanders.

We set up a biennale bringing students and teachers (now renown artists) together in an interdisciplinary arts exhibition. For each biennale an open call is launched. The first one was 'The divided body' in the University Library in Leuven (14/11-7/12/2014).

\* Next to the management aspects of my job (planning, personnel, finances, policy work, advocacy tasks, networking...) I also teach *Media Critics* with special attention for game ethics and new technology ethics (3 BA Communication Media Design – Interaction & Game Design), Project management (3 BA Photography) and *Art, Society and Public* (Master Fine Arts)

\* My research focuses on Arts and Design Education. In that sense I'm currently promoter of a PhD at UHasselt/KU Leuven on design education with children, age 9/10, in a school context.

\* I'm often invited by cultural, media, youth and educational policy makers to give input in policy papers and in reflection sessions on future policy, e.g. the Flemish Youth Policy Plan, the Flemish Media Plan, An internal policy document for the Flemish Minister of Culture on the Orchestra landscape in Flanders and the merge of the Flemish Opera and Ballet; as well as in think thank sessions on the Game Industry in Flanders.

\* Member of the Advisory Commission Arts, at Flemish Community level.

\* Member of the General Assembly of HISK (Higher Institute of Fine Arts) and Flanders In Shape

\* Through my research/work in contact with networks/organisations such as ELIA (European League of Institutes of the Arts), Cumulus (Internationals Association of Universities and Colleges of Arts, Design and Media), DESIS (Design of Social Innovation and Sustainability), IDC (interaction design and children) and DocNomads.

**FEBRUARY 2010 – DECEMBER 2012: MEDIA & DESIGN ACADEMIE (MDA), GENK – Now Media, Arts & Design Faculty, campus C-mine, GENK**

\* **As Head of department** I was in charge of this Higher Arts Institution (finances, personnel (74 FTE), development of courses, development of research) (<https://associatie.kuleuven.be/fak/en>). The department focuses on Arts, Media and Design Education as well as research linked with these disciplines. I became head of department when the school moved to a new place in Genk. It is a former mining site. Here the triple helix, were education & research, industry and the city work towards a new creative hub for Limburg/Flanders named C-mine. The first year the school needed time to blend in but by now (2014) the synergy between the different partners at c-mine start to show its benefits for students, researchers and creative entrepreneurs.

*Together with the team I developed a Game Design program within the strand of Communication Media Design. July 2015 the first Master students will get their the degree as Game Designers.*

\* Next to my job as head of department I did also teach *Mediacritics* (3 Bachelor Communication Media Design) and project management (3 Bachelor CMD and Photography) and *Game technics* in the module PlayMobile for students in the CMD bridging program.

\* Furthermore I moderated - a cross-disciplinary session *Screenplay, Screenwriting and Intermediality* at the 4th

Screenwriting Research Network Conference 10 September 2011 in Brussels. - an interactive session on Digital Storytelling at the conference *Museum Mediation in*

*Transition* 10 October 2012 in Leuven. - a roundtable on Creative Software at the Creative Media Days (How Do You Do 2012) 8 November 2012 in Ghent.

\* I lead a workshop on Future Models for Journalism with Henk Blanken at Young Press.Eu 28 October 2011 in Antwerp.

\* At the ERRIN-conference 8 June 2012 in Brussels I did a presentation on Design Education, New Skills, New Disciplines. ERRIN is the European Regions Research and Innovation Network. And I'm still in the loop for contacts of ERRIN (European Regions Research and Innovation Network).

**JANUARY 2009 – JANUARY 2010 (50%) HEAD of PROGRAM of COMMUNICATION & MULTIMEDIA DESIGN - MEDIA & DESIGN ACADEMIE (MDA), GENK and VICE DEAN of the associated faculty of arts and architecture of KU Leuven (20%):**

\* I finished my PhD November 2007. In 2008 I had the chance to work on a research project for the department of conservation and restoration at the Royal Academy of Arts in Antwerp (see infra). This project gave me the incentive to move my career more towards education. Thus in 2009 I accepted a position as Head of Program of Communication & Multimedia Design at the Media & Design Academy in Genk (<http://www.mad-fac.be/content/communicatie-en-mediadesign>). This position blended contentwise perfectly with my work as a freelance consultant. As head of program I coordinated the program (courses, future policy of the program, personnel of the program, budget of the program)

\* Next to the coordination of the program I also did teach *Change – and project management in a creative enterprise context*, and did the supervision of master projects and thesis's.

\* And I was appointed vice dean in the team that was involved in the preparatory phase of the integration of the Arts and Architecture in KU Leuven. Intentionally Arts and Architecture would have been part of the same faculty, but in 2013 it was politically decided that both would end up in a different faculty and on a different pace (Architecture integrates in 2013, Arts has some years ahead before integration).

**2002 - JANUARY 2010: FREELANCE CONSULTANT ARTS EDUCATION/COMMUNICATION/MANAGEMENT & NEW MEDIA**

\* From 2002 onwards I worked as an independent consultant, researcher and project manager in the field of culture and new media the first 5 years within K&L bvba, from 2008 solo on a national (with cultural institutions, regional governments, city councils) and an international level (European commission, European networks). According to the national level I had the chance in those days I had the chance to launch with a small team a new place for classical concerts in Antwerp (AMUZ), to develop and new media strategies and see how the could be

implemented for organisations such as Timefestival (New Media Festival in Ghent), Vlaamse Kunstcollectie (The Flemish Art Collection, Koninklijk Museum voor Schone Kunsten (Royal Museum of Fine Arts) and deBuren (Flemish Dutch Cultural House). For Festival van Vlaanderen Brussel (Klarafestival) and M M Mechelen (and the city of Mechelen *Anno Expo*) I coordinated an online project and did part of the social media work. For the Fashion Museum in Antwerp, Stichting Dirk Frimout and Earth Explorer and deFilharmonie I conducted visitor studies and formulated suggestions. With the management it was discussed how to implement these suggestions.

For some examples (see also [annlaenen.me](http://annlaenen.me)):

2002: design long-term vision external communication, Museums/galleries of the city of Antwerp, Coördinatie Musea. Antwerpen

2003 and 2004: online research on the efficiency of the online communication tools used by HETPALEIS 2005-6: support quantitative and qualitative research ModeMuseum (Fashion Museum Antwerp)

2006: research on the perception about Earth Explorer (Oostend) by geography teachers, for Stichting Dirk Frimout and Merlin Entertainment.

2007: research about the impact of international promotion actions, Flemish Art Collection.

2008: impact study on virtual theatre, HETPALEIS, Antwerp 2008: Flemish Government: learning path and report on E-culture and Interculturality 2008: study use of digital tools for Museum M in Leuven

2009: qualitative research part of a visitor study by deFilharmonie

2008-2010: consultancy online communication Klarafestival (Classical Music Festival Flanders)

In October 2010 I had to quit my freelance job because I was appointed fulltime as Head of Department of the Media and Design Academy in Genk. Legally both are not combinable in Belgium.

**JANUARY 2008 - MARCH 2009: PART TIME GENERAL COORDINATOR and CURATOR of the EUROPEAN PROJECT ALTER EGO**

\* **General coordination and curation of the European Project 'Alter ego' for EUNIC** (European Union National Institutes For Culture <http://www.eunic-brussels.eu/asp/index.asp>) in the frame of the European Year of Intercultural Dialogue, which took place in 22 European countries and addressed to youngsters aged 14 to 18.

Through Arts and Creativity intercultural dialogue was put into place.

As a general coordinator I had to set up the project, get the project going in the participating countries, take care of communication and online actions, and closely manage the budget. In a first phase 44 youngsters were selected through contests in the 22 participating countries. The central management team was very small, but in each country it could count on the cultural institutes that were part of EUNIC. With the local teams and the central management team we also selected 12 artists with different backgrounds. Both the group of youngsters and the 12 artists were brought together for 10 days in Denmark, where they worked intensely together. The result a virtual exhibition distributed on USB-stick, a physical exhibition with banners that moved over to different cultural institutions in Europe and a weblog: <http://alterego-europe.wordpress.com>. But above all it was a once in lifetime experience for all participants and stronger in interculturality than any organized dialogue. Among the participating artists were Reiu Tuur (EST), Richard Sammel (FR), Daniel Scott (SE), Greg Avau (BE), Redas Dirzys (LIT), Olivier Cherki (FR), Mbaki Makengo (RU), Elena Crisanti (IT), Nathalie Vasco, Sabina Gramm (DE),

See also: <https://www.youtube.com/watch?v=URwXydq0jvM> , <http://www.alterego-europe.eu/kunstwettbewerb-alter-ego.html>, <https://alterego-europe.wordpress.com/about/>

**FEBRUARY 2008 - DECEMBER 2008 : PART TIME GUESTPROFESSOR + RESEARCHER AT THE ROYAL ACADEMY OF FINE ARTS ANTWERP / UNIVERSITY ANTWERP**

\* The report offers recommendations for the training program. These recommendations were discussed with the management of the Academy of Fine Arts in Antwerp where the training program took part and they were shared with the students in a guest lecture.

**OCTOBER 2003 – Present: Co-founder and President C.H.I.P.S. vzw , SMIT research group VUB (University Brussels), IBK/IAK – digital platform and CultuurNet.**

\* This non-profit organization focuses on projects based on participation, (new) media and

creative interaction ([www.chipsvzw.be](http://www.chipsvzw.be)): one study day and 3 conferences organized within the organization are worth mentioning here, since I worked on the co-ordination of the conferences/meetings (the whole process from the selection of the speakers to the practical organisation of the conferences/meetings), and the publication:

- Virtual audience and cultural participation: more than communication. 20 October 2006 in collaboration with University of Antwerp (Department of Communication Science

- The User is the Content – 10 scenarios for the future, expert meeting 26-27 April 2007. Proceedings published in 2008. 'The User is the Content - 10 scenarios for the future' is the result of the expert meeting on The User is the Content, 26 and 27 April 2007 in Antwerp, as part of the Mind Europe Series of The Flemish-Dutch House deBuren. It contains 10 future scenarios written by 10 experts looking at cyberspace and user generated content in 2020. The experts are: Jan Bierhoff (NL), Paul Gerhardt (UK), Loïc Le Meur (FR), Stuart Nolan (UK), Ana Pejcinova (CZ), Dick Rijken (NL), Evi Werkers (B), Clo Willaerts (B), Bob Young (USA) and John Buckman (USA).

- Citizen Journalism- Scenarios for the future, blogboat expert meeting, 9 November 2008. Proceedings published 2009 on [www.lulu.com](http://www.lulu.com); the publication gathers a selection of texts produced by participants in the discussion on Citizen Journalism that took place in 2008 in Ghent. Before setting the frame of the discussion the scientific committee working on the blogboat event looked for a useful definition of Citizen Journalism. It has been decided to use the definition currently proposed by Jay Rosen: "When the people formerly known as the audience employ the press tools they have in their possession to inform one another, that's citizen journalism." (Pressthink, [www.journalism.nyu.edu/](http://www.journalism.nyu.edu/)). Keynote speaker was Dan Gillmor (USA).

- Young Press.eu - Reflections on the future of journalism, conference 27-29 October 2011. Proceedings published on [www.lulu.com](http://www.lulu.com). From 27th until 29th October 2011, the YoungPress.eu conference took place in Antwerp (Belgium), featuring interesting workshops and lively debates on essential media issues. Young European reporters were being offered a superb opportunity to express their views on the media and journalism and to build up contacts with their peers. Following speakers attended the conference: Paul Lewis (The Guardian, UK), Annabel McGoldrick (AUS), Alex Wood (UK), Arnold van Bruggen (NL), Bram Souffreau (B), Alexandre Castanheira (B), Christelle Lacour (B), Henk Blanken (NL), Ingrid Lieten (B), Johan



Weisz-Myara (FR), Marc Boone (B), Marietje Schaake (NL), Olaf Koens (NL), Rob Hornstra (NL), Stefan Candea (RO) and Teun Gautier (NL). This book contains texts, transcripts and articles that are worth sharing amongst young journalists.

\* Research on the efficiency and the needs of the training program for paper restorers with regards to preservation, conservation and restoration. A research project ran for Universiteit Antwerpen and Artesis Hogeschool.

\* One of the projects of C.H.I.P.S vzw also was involved which concerned writing a new 'city book' with the help of citizens, visitors, passers-by in Antwerp. People were invited to send in text messages with their impression of the city. The result was an online and offline interactive book launched in the summer of 2004. Another project worth to mention here was our collaboration with Blink! in *Snakes and Ladders* an interactive game that had been played in a media centre in Huddersfield. The game was developed to get more interaction between the companies in the centre.

#### **FEBRUARY 2004 - JULY 2005: EXECUTIVE DIRECTOR AD INTERIM AT ANTWERPEN OPEN VZW**

Antwerpen Open vzw is a non-profit organization in charge of the big cultural projects for the city of Antwerp. It started in the aftermath of 1993 as a follow-up for Antwerp Cultural Capital of Europe 1993.

\* As Executive director ad interim at Antwerpen Open vzw I was in charge of promoting (international) cultural projects for the city of Antwerp. In 2004-5: Rubens 2004 (an international exhibition project around Pieter Paul Rubens and focusing on cultural heritage), Antwerp World Book Capital and the summer festival *Zomer van Antwerpen* (Summer of Antwerp) and Andere Podia (an interdisciplinary arts festival throughout the city of Antwerp using non-expected parts of the city to perform/exhibit).

\* I also wrote the policy document with the programme for the next 4 years for the summer festival, and draw up a 5 artistic year-plan with the team for Antwerpen Open.

#### **DECEMBER 1999 - NOVEMBER 2003: MANAGER (1999-2002) AND RESEARCHER (2003) RESEO**

\* General manager RESEO (European Network of Education Departments in Opera Houses – [www.reseo.org](http://www.reseo.org)) until 2002 and in 2003 researcher for the same network. The research was an introduction to the PhD research.

As general manager I was in charge of every aspect of the work of RESEO: finances, funding, engaging new members, international networking (RESEO was in those years very active in EFAH (European Forum for arts and heritage)), organizing conferences (from A to Z) also decide on the topics with the member) en masterclasses across Europe (La Monnaie Brussels, Royal Opera House London, Ooppera Helsinki, Royal Opera House Budapest, Porto 2001, Opera National de Paris, Stuttgart...), ... I hold the pen for a European Funding Application, which was successful. The network was one of the first networks to receive a 3-year European Funding within Culture 2000. Up till 2007 when the European hearings in the European Parliament took place for the new program I was asked to talk about our European experience. We were also the first European cultural network to use new technology for working groups online.

**FEBRUARY 1999 -DECEMBER 1999: PRESS OFFICER FOR THE VAN DYCK EXHIBITION AT ANTWERPEN OPEN VZW.**

\* Press officer for the “Van Dyck 1999” - year in Antwerp, an international exhibition program with Rijksmuseum Amsterdam, British Museum London and the Royal Academy of Arts London.

**JANUARY 1994- JANUARY 1999: HEAD OF THE FLEMISH EDUCATION BRANCH OF LA MONNAIE**

\* As head I was responsible for the development and later the co-ordination of the Flemish branch of the education department at the Royal Opera House La Monnaie De Munt in Brussels. It covered work with formal and non-formal learning, children, youngsters, students and adults, as well as community projects.

\* Launch first online application on Die Zauberflöte in collaboration with Concentra and VUB launched in 1996. With this application we tried to bring teenagers and opera together.

**JANUARY 1993 – DECEMBER 1993**

\* Trainee Dramaturgy department Royal Opera House, La Monnaie, Brussels (6 months). Guide for all exhibitions and walks organized by Antwerp Cultural Capital of Europe and Guide Mexico Exhibition BoZar, Brussels.

For publications and presentations see also: <http://annlaenen.me> for more details Selection of papers and publications:

\* In publication peer approved, joint paper: Van Mechelen M., Laenen, A., Zaman B. ,Willems B. and V. Vanden Abeele, Collaborative Design Thinking (CoDeT): A Co-design Approach for High Child-to-adult Ratios. *International Journal of Human Computer Studies*.

\* Essay: Laenen. A. (2018) Mentoring Artists Today in *The Leader Reader: Narratives of Experience*, eds Griffiths.D, Lowrey, S & Cassar M., Word & Deed Publishing Inc: Ontario, pp. 65-67.

\* Article: Laenen A., Dujardin P. (2017) A fresh Maltese Breeze, In *Malta Land and Sea*, Midsea Books: pp.189-192

\* Article: Laenen, A. (2017) At the crossroads of cultures and people. The Valletta 2018 Artist in Residence programme, in *Malta: a culture intransformation*, Interartive#93.

\* Article: Van Mechelen M., Derboven J., Laenen A., Willems B., Geerts D., vanden Abeele V. (2017) The GLID Method: Moving from design features to underlying values of co-design. In *International Journal of Human-Computer Studies*, Vol 97, pp. 116-128.

\* Article: Laenen, A. Interdisciplinaire trajecten in het hoger kunstvakonderwijs, in De Baets T. & A. Devugt (Eds) *Muziekpedagogiek in Beweging*, 3, November 2015, Euprint:Heverlee.

\* Full paper + presentation: Laenen A. & S. Kolgen. *What happens when you combine digital storytelling and cultural mapping in a social setting? A case study of Jefke Tuf - a transmedial project in Limburg*. Conference Cultural Mapping in Valletta 2015 organised by Valletta2018: presentation 23 October 2015 full paper published online.

\*Abstract for Workshop: A. Laenen, The social aspect of digital storytelling, a case study: Jefke Tuf, an interactive documentary and app about soul carers then and now in a former coalmining community, *Arts in Society* 2015 London (submitted and accepted).

\* Full Paper: Van Mechelen M., Zaman B. , vanden Abeele V. & A. Laenen. Challenging Group Dynamics in Participatory Design with Children: Lessons from Social Interdependence Theory, IDC 2015 – Boston.

**Language skills**

\* Ann's mother tongue is Dutch. She is fluent in French, English and German. And less fluent but knows how to go about in Italian (spoken and written). As also notions of Spanish (passive) and is learning Maltese.

**Miscellaneous**

\* Trained as a singer (1976 – 1989), Ann has been part of several choirs and vocal ensembles (1991-2005).

\* Is member of the board several cultural organisations in Flanders.

\* Is member of the Advisory commission Arts of the Flemish Government