
KEYNOTES



Etienne Wenger-Trayner (US)
Teacher, researcher and public speaker
Learning in Communities of Practice

Etienne Wenger-Trayner is internationally renowned for his research on how we learn from the people we work alongside in what he calls *communities of practice*. He defines communities of practice as 'groups of people informally bound together by shared expertise and passion for a joint enterprise' (Wenger 2000). In his keynote at Entrenord 2014, Wenger-Trayner will share his knowledge of communities of practice and consider how communities of practice can be recognized as a key component in the learning strategies in the arts educations.

Wenger-Trayner will give us his perspective on how to approach further education in the arts educations from the perspective of communities of practice. How can communities of practice be recognized and used as a key component in the learning strategies of the arts institutions, and what could be good practice, when arts educations include entrepreneurial leaning goals in the curriculum?

Etienne Wenger-Trayner is the author and co-author of seminal books on situated learning and communities of practice, including *Situated Learning*, *Communities of Practice: learning, meaning, and identity* as well as *Cultivating Communities of Practice*. He is also visiting Professor at the universities of Manchester and Aalborg and private consultant in the field of learning systems.



Ossi Naukkarinen (FI)
Head of Research, Aalto University - School of Arts, Design and Architecture
The Aalto Case: Evaluating entrepreneurial arts education

Ossi Naukkarinen has been engaged in a comprehensive evaluation process with the purpose of renewing the curricular education programs of entrepreneurship in the arts educations at Aalto.

In his keynote Ossi Naukkarinen will explain the background and principles behind the evaluation as well as the renewal of the educational programs, which followed as a consequence of the evaluation results. Naukkarinen will share both the successful as well as the less successful part of the process. Furthermore, he will exemplify how arts educations can incorporate entrepreneurial learning goals in the curriculum and following how the learning goals can be evaluated. He will also share his perspective on the more organisational aspect of integrating entrepreneurial skills in arts education asking the question: What is the best way to establish high-valued programmes at art schools with an entrepreneurial focus?

Ossi Naukkarinen has a background as a researcher in aesthetics and philosophy of art, holding a PhD from the University of Helsinki.





Klara Björk (SE)

Head of the film unit at Valand Academy, University of Gothenburg
Publicness and entrepreneurship – MA of Fine Arts in Film

For the EntreNord Conference, Klara Björk will focus her keynote on the programme *Master of Fine Arts in Film – with specialization in publicness and entrepreneurship*. She will share the background and qualification of the programme, including the approach to interdisciplinarity in the course. For the course, interdisciplinarity is defined as the integration of knowledge and methods from different disciplines (i.e. film and entrepreneurship), using a real synthesis of approaches. Klara Björk will highlight the challenges and critical points in the course.

Klara Björk will also share her perspective on the more organisational aspect of entrepreneurial skills in arts education, such as how to evaluate the students' entrepreneurial learning goals in an art education. We have also asked Klara to share her view on what could be good practice, when art educations integrate entrepreneurial learning goals in the curriculum.

Besides being Head of film at Valand Academy, Klara Björk is partner in the independent production company Filmkreatörerna. Klara Björk has an exam from EAVE – European Audiovisual Entrepreneurs.

BREAKOUT SESSIONS



Linnea Dimitriou (SE)

Sliperiet, Umeå University

Keeping it real: Assessing hands-on entrepreneurship in creative education

In this breakout session Linnea Dimitriou will present and discuss the use and development of assessment tools in entrepreneurship education in the arts, using examples from Sliperiet and Ravensbourne. The breakout session will also focus on why interdisciplinary collaborations are important for art students, addressing why it can be valuable for arts institutions to have a 'maker space' and 'FabLab', and how to build an environment for open innovation for the arts.

As an inspiration, we have asked Linnea Dimitriou to think about the following questions:

How to assess the students' entrepreneurial learning in an art school?

How to evaluate on entrepreneurial learning goals?

How to integrate entrepreneurial learning goals as an inter-curricular approach?

Besides being Artistic Director at Sliperiet, Linnea Dimitriou is herself a practising artist, designer and consultant. She has been working with entrepreneurship in the creative industries, and as founder of the creative studios Schmach and GÖR Studio as well as her former position at Ravensbourne in London, she has in-depth knowledge on how to develop entrepreneurial skills as an artist.





Rikke Lund Heinsen (DK)
The Danish National School of Performing Arts
Implementing and evaluating entrepreneurial skills

This summer Rikke Lund Heinsen published a digital guide to entrepreneurship at the Danish National School of Performing Arts. The guide focuses on how to implement, develop and evaluate entrepreneurial skills across the curriculum and is addressing students, educators and management alike. On the basis of the guide, Rikke's Breakout Session will share and challenge the thoughts and ideas of how to work with implementation and evaluation of entrepreneurial skills in arts educations.

As an inspiration, we have asked Rikke Lund Heinsen to think about the following questions:
How to develop material, which can be used at all levels of the arts education?
How can you evaluate on the effect of the guide in terms of the students' learning goals?
Why is it a good idea to have a digital guide to entrepreneurship in an art school?

Rikke Lund Heinsen is an educator and development consultant at The Danish National School of Performing Arts. She holds an MA in French and Theatre Research and a Diploma in Leadership from The Danish Development Centre for Performing Arts. Rikke Lund Heinsen works to create new learning designs and learning environments within the scope of management, dialogical communication, critical reflection, evaluation and entrepreneurship.



Dóra Ísleifsdóttir (IS)
Iceland Academy of the Arts
A relational assessment system: Encouraging a self-managed learning process

In this Breakout Session Dóra Ísleifsdóttir will present a relational-based approach to assessment of the students' entrepreneurial learning goals. Based on the novel assessment system that has been introduced at Iceland Academy of the Arts, Dóra Ísleifsdóttir will share her experience on how to encourage the students to assess on their own learning goals and hence manage their own professional development. A focus will be on the principles and the background behind the system and the aims and results of the process.

As an inspiration, we have asked Dóra Ísleifsdóttir to think about the following questions:
How to evaluate on entrepreneurial learning goals?
How to enhance the art students' self-efficacy?
How to encourage art students to manage their own professional development?

Dóra Ísleifsdóttir is Professor in Visual Communication at the Iceland Academy of the Arts, where she teaches courses in Design and Graphic Design. She also works as a freelance designer and consultant. Dóra Ísleifsdóttir priorities are creativity and management, branding and strategy as well as different artistic corporations. Previously she has participated in group exhibitions as well as interdisciplinary projects with various artists.





Linda Lien (NO)

Bergen Academy of Art and Design

Predictable assessment situations: Introducing qualitative criteria as a common reference for the assessment of students' work

In this Breakout Session, Linda Lien will present the evaluation methods on entrepreneurship in the arts educations introduced across the artistic disciplines at Bergen Academy of Art and Design. Linda Lien shares the principles and the background behind the criteria as well as the aims and results of the process. On the basis of this, this session will discuss how art schools can add entrepreneurial learning goals in the curriculum and how to assess the students' entrepreneurial learning.

As an inspiration, we have asked Linda Lien to think about the following questions:

How to assess the students' entrepreneurial learning in an art school?

How to evaluate on entrepreneurial learning goals?

How do art schools integrate entrepreneurial learning goals in the curriculum – perhaps as an inter-curricular approach?

Linda Lien is Associate Professor in Graphic Design at Bergen Academy of Art and Design. She holds a MA in Visual Communication and has been involved in a three-year research programme for Artistic Research and Development, which she finished in 2011.

PANEL DEBATE

We have asked the panel to think about a responds to the question:

How to increase the teachers' abilities in assessment and evaluation of self-efficacy and entrepreneurship in the arts educations?

The Panel

Hanne Leth Andersen (DK) // Rector at Roskilde University

Etienne Wenger-Tayner (US) // Visiting Professor at the universities of Manchester and Aalborg and researcher on the field of learning systems

Vinca Wiedemann (DK) // Rector at The National Film School of Denmark

Rikke Lund Heinsen (DK) // Educator and development consultant at The Danish National School of Performing Arts

