



Meet the speakers!

Ingibjorg Greta Gisladdottir (IS)

Founder & CEO of Reykjavik Runway, former Managing Director of House of Ideas. Graduate from Iceland Academy of the Arts in acting and MsC in Innovation and Entrepreneurship from Bifröst University.

Keynote: How a House of Ideas can Foster a Creative Future

As entrepreneur in the creative industries and former managing director of the Icelandic incubator "House of Ideas", Ingibjorg Greta Gisladdottir will share her perspective on how incubational environments can create spaces for artists to understand and unleash their skills in new ways that will benefit both the art sphere and the surrounding society

Gerald Lidstone (UK)

Director of Institute for Creative and Cultural Entrepreneurship, founder of the postgraduate MA Arts Administration and Cultural Policy and MA in Creative and Cultural Entrepreneurship programmes at Goldsmiths, University of London. Gerald Lidstone originally trained as a theatre designer and has subsequently worked in international cultural management for thirty years.

Keynote: Building Entrepreneurial Arts Education

Gerald Lidstone has extensive experience within organisational aspects of creating arts educations that train the art students for a professional life. Here his thoughts on why and how entrepreneurship education can be integrated as a significant supplement to arts education.

Kenneth Balfelt (DK)

Kenneth A. Balfelt is a visual artist who works in the field of 'Socio-Political Context Related Functional Art'. He is concerned with how art can produce value and knowledge to society as well as discovering alternative structures that deviate to those of capitalism.

Kenneth A. Balfelt is a collaborative artist who often works in local contexts to make functional proposals or solutions. He engages art as a paradigm and profession that can interfere with and contribute directly to societal issues. He is behind works such as the refurbishment of the Men's Home in Copenhagen - a shelter for homeless men - and the interior decoration of Dugnad – a drop-in-centre for drug users

Keynote: Art as Social Glue

Artist Kenneth A. Balfelt works with social and political structures that strive to create parallels to and escape from a capitalist and commercial logic. Consequently, Kenneth A. Balfelt insists on not selling his art pieces to private customers. This raises the question of how a non-commercial artist like Kenneth A. Balfelt can ever build a financially sustainable career.

Hear the story of how Kenneth A. Balfelt has managed to establish a professional career around his artistic vision by participating as an artist in projects that work to solve societal issues. 'Social glue' is the way he describes his art, when he works in collaborations or in local projects to motivate action and create solutions to the world's problems.



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Pernille Berg (DK)

Conference moderator

Director of Research and Innovation at Copenhagen School of Design and Technology (KEA). Responsible for KEA's vision to become more innovative and entrepreneurial and for promoting the development of existing and new learning environments.

Serge von Arx (CH)

Serge von Arx is Artistic Director of Scenography at the Norwegian Theatre Academy (of the Østfold University College) and an independent scenographer and architect. He has collaborated with Robert Wilson since 1998 on various international installations and design projects. Moreover he is a mentor and architectural consultant at the Watermill Centre on Long Island, New York.

Keynote: Art in Society

How can arts education be anchored in the world outside the class room? Serge von Arx is experienced as an educator, researcher, architect and designer. Hear him talk about how he creates learning situations that can expand the working field for art students and encourage them to work in and with the surrounding society and across different fields.

Erling Björgvinsson (SE)

Erling Björgvinsson is a researcher at Medea – The Collaborative Media Initiative - and Associate Professor in Interaction design at The School of Arts and Communication, Malmö University. At Medea, Erling Björgvinsson manages research labs on collaborative cultural production through design-lead and art-lead research where academics, professionals and citizens co-produce.

Workshop: "Learning through critical hands-on reflections and mediations across practices and institutions"

The interaction design master's program at The School of Art and Communication, Malmö University, is mainly carried out through studio-based teaching. The studio-based teaching to a large degree builds on real life cases. The teachers derive many of the cases from their research, at times leading to sharp productions. This session will involve discussions on qualities and dilemmas in relation to teaching that builds on real-life cases involving multiple stakeholders. Erling Björgvinsson will present some snap-shots from his experience, but participants are expected to contribute with qualities and dilemmas from their own experience as well.



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Rikke Lund Heinsen (DK)

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

Workshop: Creating learning spaces through new evaluation methods:

The workshop will share and challenge our ideas of how to evaluate and work with evaluation as a part of entrepreneurship, when combining evaluations and learning spaces. The workshop is based on practical experiences from Rikke Lund Heinsen's work with integrating entrepreneurial tools, creating learning spaces and new evaluation methods in The Danish National School of Performing Arts.

Maiken Ingvordsen & Pernille Skov (DK)

Maiken Ingvordsen has a multi-faceted professional career. She is a musician, film producer, web designer, graphic designer, author, advisor, speaker and workshop facilitator. Parallel to her work as a performing artist, she has founded her own company So What Copenhagen that offers coaching and PR and marketing services for artists, creative companies and the advertising industry.

Pernille Skov is director of CAKI Center for Applied Artistic Innovation. CAKI is the host of the ENTRE NORD conference. Her work at CAKI focuses on increasing interdisciplinarity, innovation and entrepreneurship in the higher arts educations in Denmark. Pernille is herself not only an intrapreneur at CAKI but also an entrepreneur, running Art+Innovation Hub (as co-founder and partner) as well as the cultural agency Contemporary Copenhagen. Pernille has worked as both writer and editor on various publications on topics ranging from architectural and urban research to creative entrepreneurship.

Workshop: Business Behind Talent - Business models for artistic enterprises

Business Behind Talent is about facilitating start ups for artistic enterprises. Maiken and Pernille will discuss how you can create the right business model for a project, a company or your own professional career, as well as how you can plan, realise, market and launch an artistic enterprise.

Business Behind the Talent is also the name of a course taught at CAKI as well as tool set developed by Maiken Ingvordsen and Pernille Skov, set to be published in the spring 2013.



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PANEL DEBATERS

Christina Ciborowski (DK)

Panel debater

Anarchistic entrepreneur and cultural producer in Copenhagen's music and fashion industry. Former co-founder of Punk Royal, currently a student in Economics at the University of Copenhagen and a guardian councillor for many an artist.

Christel Nisbeth Madsen (DK)

Panel debater

Student at The Royal Danish Academy of Fine Art - School of Architecture and co-founder of Within Walls. Within Walls is a company developed by three students from The Royal Danish Academy of Fine Art - School of Architecture, who seeks to make architecture accessible to a larger audience. They do this by communicating architectural knowledge and visions through video and exhibitions that speak to the audience with storytelling, aesthetic inputs and an eye for the detail.

Inger Eilersen (DK)

Panel debater

Head of the Directors Department at the Danish National School of Performing Arts and Chairman for Artistic Research. Inger Eilersen graduated as director at The National School of Theatre in 1989. She has worked as a director on various productions and has since 2001 been in charge of The Director's Department at the Danish National School of Performing Arts.

Merete Ahnfeldt-Mollerup (DK)

Panel debater

Architect, Ph.D and Associate Professor at the Institute of Design and Communication at the Royal Danish Academy of Fine Arts, School of Architecture. Merete Ahnfeldt-Mollerup's field of research is design theory and design history. Her particular focus of interest is the designer's role in the creative process. This includes studies of the relationship between artistic methods and design. Another focus area is the design process and its element of dialogue involving the designer, manufacturer and user.

Gerald Lidstone (UK)

Panel debater and key note

Director of Institute for Creative and Cultural Entrepreneurship, founder of the postgraduate MA Arts Administration and Cultural Policy and MA in Creative and Cultural Entrepreneurship programmes at Goldsmiths, University of London. Gerald Lidstone originally trained as a theatre designer and has subsequently worked in international cultural management for thirty years.