

MASCHA VAN ZIJVERDEN

Curriculum Vitae

PERSONAL DETAILS

Master of Education in Arts (M Ed)
Bachelor of Design, Fashion Design (B Des)

Date of Birth July 20, 1968
Address Veelaan 17, 1019 AP Amsterdam, NL
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LinkedIn <https://nl.linkedin.com/in/maschavanzijverden>
Website <http://maschavanzijverden.com>
Publications <https://issuu.com/maschavanzijverden>
Drivers License B, 1989
Languages Dutch (full professional proficiency) +
English (professional working proficiency)

PROFILE

Coordinator, Lecturer & Designer of
Design & Maker Education

Having a background in fashion design and fifteen years of experience in higher fashion education as teacher and course director, I currently work on the innovation of curricula of crafts and design in higher and intermediate vocational education with a focus on the process of 'making'. I thereby zoom in on how the synergy of traditional crafts and digital (bio)technologies can contribute to the development of new production methods and sustainable products in order to prepare designers and craftsmen and women for tomorrow's complex, global and circular economy.

WORK EXPERIENCE

ArtEZ University of the Arts
2009 – 2017

Research Group member ArtEZ Professorship of Fashion Design
(ArtEZ Modelectoraat)
09.2014 – 08.2017

Research & Projects ArtEZ Professorship Education in Arts and
Culture
09.2014 – 08.2017

Course Director ArtEZ Fashion Masters (Master Fashion Design +
Master Fashion Strategy)
03.2009 – 08.2014

University of the Arts Utrecht (HKU)
2002 – 2009

Head Bachelor Fashion Design
03.2006 – 02.2009

Course Leader Master Fashion Design
Utrecht Graduate School of Visual Art and Design (MaHKU)
09.2004 – 02.2009

Amsterdam Fashion Institute (AMFI)
Amsterdam University of Applied Sciences (HVA)
2003 – 2005

Lecturer Fashion Design

Van Drimmelen
2002

All-round Assistant

SO by Alexander van Slobbe
2000 – 2001

Menswear Designer

Viktor&Rolf
1998 – 1999

All-round Assistant

EDUCATION

Piet Zwart Institute
Willem de Kooning Academy (WdKA)
Rotterdam University of Applied Sciences
2014 – 2016

Master Education in Arts (M Ed)
Diploma: gained with Honors (Cum Laude)
– Graduate Master Thesis: *Recrafting Craft: A Synergy of Crafts within Fashion Design Education at Art Schools in the Netherlands*:
<https://issuu.com/maschavanzijverden>
– Graduate Education Project: *Round-Table Recrafting Craft* in cooperation with Waag Society
– 1st Prize WdKA Research Award 2016

ArtEZ University of the Arts
1987 – 1991

Bachelor Fashion Design (B Des)
Diploma: gained with Honors (Cum Laude)
– Grant from the Foundation of Fine Arts, Design and Architecture (Fonds BKVB), 1991

ADDITIONAL INFORMATION

sSquare Amsterdam
2017

Co-Designer of the Research Project 'Ruimte voor Creatief Vakmanschap' funded by The Creative Industries Fund NL in commission of ROC Amsterdam, Practoraat Creatief Vakmanschap.
Research Report: *Learn, Act, Make!*:
<https://issuu.com/maschavanzijverden>

Amsterdam Fund for the Arts (AFK)
2017 – current

Advisor & Ambassador of 'One-Off subsidies'

Piet Zwart Institute, Master Education in Arts
2016

Guest Lecturer

The Creative Industries Fund NL
2014 – current

Member of the 'Design Advisory Committee'

Modern International Art & Design Academy
2014 – 2016

Advisor & Ambassador Fashion Design
Chongqing City, China