

MASCHA VAN ZIJVERDEN

Coordinator & Designer of Fashion Education

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



'How can traditional and future crafts be merged and create synergy in fashion workshops and fashion curricula at art schools in the Netherlands, in order to give fashion students new professional perspectives to adapt to the major changes within the global fashion industry?'

PROFILE

As an experienced coordinator and designer of fashion education, my focus is always on establishing new connections between people and the various disciplines involved. The synergy that arises from this is key to the development of sustainable innovation in art & design curricula and an inclusive educational climate. My passion for crafts runs as a common thread throughout all my work.

PERSONAL DETAILS

Address	Veelaan 17, 1019 AP Amsterdam, NL
Phone	+31 (0)6 54 65 34 54
Email	contact@maschavanzijverden.com
LinkedIn	https://nl.linkedin.com/in/maschavanzijverden
Website	http://maschavanzijverden.com
Languages	Dutch (native proficiency) + English (professional working proficiency)

WORK EXPERIENCE

2017 – current

RESEARCHER & DESIGNER OF ART EDUCATION

As an independent researcher and designer, I have been working on the development of speculative and alternative models of (fashion) education, with a focus on technological innovation and sustainable design and production processes.

Special projects (selection):

Research and publication: *Recrafting Craft, An Exploration of Speculative Scenarios for Tomorrow's Fashion Education* (2018)

<http://hp.researchawards.wdka.nl/recrafting-craft.html> + <http://recraftingcraft.wdka.nl>

Research report: *Learn, Act, Make!* (2017)

Co-designer of research project 'Ruimte voor Creatief Vakmanschap' for sQuare Amsterdam (ROC Amsterdam, *Practoraat Creatief Vakmanschap*)

- Open call/tender Creative Industries Fund NL

2014 – current

ADVISOR ART & DESIGN

- Amsterdam Fund for the Arts (AFK)

Advisor & Ambassador of 'One-off subsidies'

- Dutch Design Foundation

Scout 'Fashion Design' for the Dutch Design Awards

- Creative Industries Fund NL

Member of 'Design Advisory Committee'

- Modern International Art & Design Academy (China)

Advisor & Ambassador Fashion Design

- Curriculum development & recruitment

2009 – 2017
ArtEZ University of the Arts

COURSE DIRECTOR ARTEZ FASHION MASTERS
Master Fashion Design + Master Fashion Strategy

Tasks & responsibilities:

- Managing the (guest) teaching and support staff
- Managing policy and curricular development, innovation and implementation
- Development and execution of (international, interdisciplinary) projects
- Sustaining collaborative projects with internal and external partners
- Supervision of FTE's
- Supervision of financial budgets
- PR activities and recruitment & application procedures
- Writing evaluation reports for formal accreditations
- Coaching students

RESEARCH MEMBER PROFESSORSHIP FASHION DESIGN

E.g.: Research & text, publication 'Fashion Data' in collaboration with *Het Nieuwe Instituut*

Focus: sustainability, new technology, circular economy and globalisation

RESEARCH MEMBER PROFESSORSHIP EDUCATION IN ARTS AND CULTURE

E.g.: Research & production, Journal 'Artist – Educator'

2002 – 2009
University of the Arts Utrecht (HKU) +
Utrecht Graduate School of Visual Art and
Design (MaHKU)

HEAD BACHELOR FASHION DESIGN

Tasks & responsibilities: see 'Course Director ArtEZ Fashion Masters'

COURSE LEADER MASTER FASHION DESIGN

Tasks & responsibilities: see 'Course Director ArtEZ Fashion Masters'

LECTURER FASHION DESIGN

2007
Lichting

CO-FOUNDER OF 'LICHTING'

A yearly fashion contest involving 7 Dutch art academies

2003 – 2005
Amsterdam Fashion Institute (AMFI)

LECTURER FASHION DESIGN

1991 – 2002
· Viktor&Rolf
· Saskia van Drimmelen
· SO by Alexander van Slobbe

FASHION DESIGNER + PROJECT MANAGER

In the years after my bachelor studies I worked as self-employed fashion designer and as collaborator of various well known Dutch fashion designers.

EDUCATION

2014 – 2016
Piet Zwart Institute,
Willem de Kooning Academy (WdKA)

MASTER EDUCATION IN ARTS

Master Thesis: *Recrafting Craft, A Synergy of Crafts within Fashion Design*

Education at Art Schools in the Netherlands

http://www.maschavanzijverden.com/images/content/Zijverden_van_Mascha_Recrafting_Craft.pdf

- Diploma: Cum Laude
- Winner 'WdKA research award 2016' + Nomination 'Max van der Kamp thesis award 2017'

1987 – 1991
ArtEZ University of the Arts

BACHELOR FASHION DESIGN

- Diploma: Cum Laude
- Certificate: Knowledge of Textiles (DETEX)
- Grant from the Foundation of Fine Arts, Design and Architecture (Fonds BKVB)

1986 – 1987
d' Witte Lelie

BACHELOR IN EDUCATION, TEXTILES