

Profile

Design Academy Eindhoven

Creative director



Design Academy Eindhoven

Creative Director

Design Academy Eindhoven, the Netherlands, is an internationally acclaimed design institution which offers Higher Vocational Education (HBO). The academy has a 4-year Bachelor program and a 2-year Master course.

DAE exists 70 years and is home to 760 students across all departments and disciplines, each year. These students come from all over the world; more than 50% of the students have an international background. Over 50 nationalities can be found amongst the student population.

The Executive Board is in charge of the curriculum and consists of a creative director and a director education, research & organization. The academy is funded by the Dutch Government and has an annual budget of € 10 mln.

Design Academy Eindhoven (DAE) is now looking for a creative director.

Sure, we're looking for a visionary and inspiring leader with great motivational skills—who isn't?—but we'd like to be more specific than that. The purpose of this job is to ensure a bright future for the Academy, and for all of its students. Let's at least think 25 years ahead. No less. Sounds interesting? Read on.

As you may know, design as a discipline is changing. What started as a service industry, catering to industrial production, is transforming into something new as the networked 21st century is taking shape. But into what? What are the challenges that design can address and the opportunities it can thrive on? What does all this mean for design as a profession? And, most importantly, what are the implications for design research and for design education? We are very curious about your views on all this. We are not expecting a clear-cut goal to work towards, but we do value a more than superficial insight in trends and developments that last longer than five or ten years. And enough guts to challenge the world, the field, or the Academy itself.

The DAE has a rich history of defining and redefining design and this is a tradition that we want to extend into the 21st century with all its challenges. This is definitely not a 'more of the same' scenario, but a potentially bold step forward. The Academy's reputation is both a blessing and a curse. Expectations are high and sometimes very specific, but not necessarily in line with changes that will need to be made. Bureaucracy will need to be fought and avoided—seriously. Keep what's good about the past, lose what has become obsolete, and develop new directions based on a solid foundation. The ride may be smooth, it may be bumpy, but it will not be boring.



What are we hoping for?

We are looking for someone with a fresh perspective on the future of design and on the Academy. Not for a new boss, but for a leader with a sharp mind and a generous heart who can organize diversity around a clear sense of direction. You will need to challenge people, nurture a stimulating environment for their creativity and develop new directions with them. This is an internal as well as an external issue: staff, free-lancers and external networks will all need to work together to propel the Academy into the 21st Century. Coherence and clarity of ideas need follow up in organization, communication and partnerships.

The Academy is located in Eindhoven, the Netherlands, but operates internationally, attracting students from all over the world. We're interested in your ideas and values and in your ability to translate them into research, education and relationships. Yes, you will need to deal with local, national and international issues, but there are many ways of organizing all that.

You will not be alone. Working closely with your direct colleague, the two of you will be responsible for the organization of ideas into education and research. The Academy is financially healthy, educationally mature, organizationally clean, and pretty much all staff is waiting and willing to enter a new phase in the Academy's development. You will need passion, determination, and stamina to succeed and have fun along the way. A sense of humor also comes in handy. But ultimately, all this is about the future of our students. No less. The main goal will be to work together to create a lively educational environment where bright minds can play, experiment, and grow into professional maturity. If you feel you are up to the challenge, let's talk. We are committed to this, and we look forward to working with you.

Qualifications and experience

- You have an excellent overview of the current developments in the international world of design and your idea of how design should evolve the coming 25 years is crystal clear;
- You hold a strong vision of what a design school like DAE should educate and you are experienced in the field of design education;
- You have an extensive international working experience, both within and outside Europe;
- You are an internationally oriented, inspiring and enthusiastic leader who is able to guide the DAE on the path to a successful future, being *the* figurehead of the organization.

Working conditions

We offer a part-time job – at least 0,2 fte. We prefer a regular attendance schedule, but the details are open for discussion. It can be a week per month, two days a week or anything in between, as long as you are able to be part-time committed to DAE and to be physically present at all the occasions that matter to the academy as well as to the students.



Procedure

Design Academy Eindhoven is being assisted by Dorothea van Rijnen of Vanderkruis, partner in executive search. Prospective applicants are requested to send a current CV and motivation letter to designacademy@vanderkruis.com. For more information you can also contact Dorothea van Rijnen or Eva Dankers at +31 (0)30 820 0065. Please be aware that you will receive an e-mail of acknowledgement within one working day. Please contact our office if you do not receive this e-mail.

