



Strategies for Transformative Education  
for art in Public spaces

Master  
Performing  
Public Space

Fontys  
Academy  
of the Arts

# INTERNATIONAL ENTREPRENEURSHIP DAY

March 25, 2026

10am - 5:30pm (CET)

Interactive online sessions  
with international guest  
professionals.

## Guest Experts:



Matthew Lloyd (UK)  
[artist/writer]



Bojana Panevska (NL)  
[transartists]

## Guest Professionals:



Malgven Gerbes(FR)  
s.h.i.f.t.s



Virgílio Ferreira(PT)  
Ci.CLO



Bouke Bruins(NL)  
Reuringdienst

<-- panel is open  
to the public

Fontys  
Academy  
of the Arts



Entrepreneurship Day  
March 25, 2026

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International Entrepreneurship Day: One-day online workshop on the professional environment of creation in public spaces organised by Fontys Academy of the Arts (Netherlands)

online for all students / attendance mandatory

**IMPORTANT for Porto: all times shown below in CET**

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**For STEP students only.**

## **PROGRAM**



**11am**

Welcome by Fontys Academy of the Arts

**11:15am-1pm**

Writing as a Professional Development  
by Matthew Lloyd

**1pm-2pm**

Lunch Break

**2pm-3:30pm**

Exploring Professional Residencies  
by Bojana Panevska (transartists)

**Open to the public.**



**3:30pm-4:30pm**

Guest Professionals Introductions

**10min**

Break

**4:40pm-5:30pm**

Break-Out Sessions with Guest Professionals

**END**

## GUEST INFORMATION

### Expert Sessions



Matthew Lloyd (artist/writer) - UK

### Writing as a Professional Development

Matthew Lloyd is an artist and theoretical lecturer from England, UK, living and working in Brussels, Belgium. Having taught for Bauhaus-Universität Weimar, Fontys University of Applied Sciences, Tilburg, and University of Arts London (UAL). He has advised projects associated with V2\_Lab for Unstable Media, Rotterdam and Future.Repair.Machine, Tilburg and Graz events and conferences. He has been the award winner of the Stiftung Kunstfond Artist Grant Award, and a recipient of Nietzsche-Fellowship, Klassik Stiftung Weimar. While his work has been specifically selected for the Buchenwald Memorial Former Concentration Camp Permanent Collection, his writings have been published in ArtReview, and The Double Negative.

During this session, hosted by Matthew Lloyd, we shall address how creatives (artists, designers, etc) can tackle various writing skills when it comes to one's career development in a creative industry. From artist statements, proposals, funding applications, motivation letters, CV's, and biographies. We'll discuss how one can be aware of what specific context, tone, objectives and audience each piece of writing must obtain as we try to successfully communicate our particular ideas, aims, background and expertise. This lecture shall also contain a follow-up discourse to allow participants to offer their questions and concerns when it comes to building up confidence, knowledge and skills in writing as a sufficient and creative practice.

[www.matthewjohnlloyd.com](http://www.matthewjohnlloyd.com)



Bojana Panevska (transartists) - NL

## Exploring Professional Residencies

Being an eternal nomad, Bojana's work at DutchCulture as a program advisor for TransArtists enables her to reflect and share the experience of working internationally and supporting the arts and culture in the widest sense. Bojana is a board member of On The Move, a cultural mobility information network with 50+ members in over 20 countries across Europe and internationally. Additionally, she is part of the advisory board of TransCultural Exchange - a non-profit organization based in Boston, with a mission to foster a greater understanding of world cultures through high-quality art projects, cultural exchanges, and educational programming.

In this session, Bojana will explain what a professional residency is and how it can further enrich ones professional development. She will show the online search platform and share advice on how to find a good match, prepare the application and how to approach residencies, as well as how to follow up after admission or rejection.

<https://www.transartists.org/en>  
[www.dutchculture.nl/en/Bojana\\_Panevska](http://www.dutchculture.nl/en/Bojana_Panevska)

## GUEST INFORMATION

### Guest Professionals - panelists



### Malgven Gerbes (shifts - art in movement) - FR

Malgven Gerbes is a choreographer and co-founder of shifts – art in movement, created in 2007 with David Brandstätter within a European collaborative framework. Her work explores the relationships between movement, social dynamics, theatre, and public space, developing choreographic forms for both stage and urban contexts. Based in Le Havre, France, she creates site-specific projects in dialogue with local communities and professionals from the cultural, urban, and social fields. She regularly collaborates with architects, landscape designers, urban planners, and social workers to explore new ways of sharing public space. Alongside her stage work for general audience, she conducts long-term research focused on artistic creation with and for children and young people. Malgven holds degrees in architecture from ENSAMAA and in dance from ArtEZ Arnhem (EDDC). Her work has been presented in over twenty-five countries across Europe, Central America, and Asia. Committed to a pedagogy of artistic emancipation, she also teaches and leads workshops in various academic and training contexts (KNUA Seoul, ArtEZ Arnhem NL, Dartington College / Falmouth College of Arts UK, MAC Ernst Buch Berlin, Le Phare CCN Le Havre...).

In this session Malgven will discuss building collaborations & playing with the 'unexpected' in public space projects.

[www.s-h-i-f-t-s.org](http://www.s-h-i-f-t-s.org)



## Virgílio Ferreira (Ci.CLO) - PT

Virgílio Ferreira is an artist, curator and Artistic Director of Ci.CLO Plataforma de Fotografia and the Bienal Fotografia do Porto. His work develops a transdisciplinary approach at the intersection of art, ecology and community, exploring photography as a space for relation, listening and transformation.

Through his curatorial practice, he has been developing collaborative platforms that connect artistic creation with research, territories and social engagement, fostering dialogue between artists, institutions and local contexts at both national and international levels.

He holds a Master's degree in Photography from the University of Brighton (UK), and over the past 20 years has developed projects in the fields of artistic creation, education and programming, collaborating with museums, municipalities, cultural centres and art schools in Portugal and internationally. As an artist, he has exhibited in Europe, the Middle East, the United States and Southeast Asia.

<https://www.ciclo.art/en>

[www.bienal25.bienalfotografiaporto.pt/en](http://www.bienal25.bienalfotografiaporto.pt/en)



## Bouke Bruins (Reuringdienst) - NL

Bouke Bruins (1989, Eindhoven), aka Boyscout Designer, is a Dutch social designer and artist working in public space. He graduated cum laude from the Design Academy Eindhoven in 2017. Through playful, often unexpected interventions, he disrupts routines and invites people to engage differently with their surroundings and with each other. His work operates on the edge of play and urban development, using small, intuitive guerrilla actions to reveal larger questions around behavior, ownership, and how we live together.

Alongside his autonomous practice, Bouke is co founder of De Reuringdienst, a social design collective focused on complex societal challenges. Where Boyscout Designer experiments in the streets, De Reuringdienst works in long term trajectories with communities, governments and organizations, turning observation into action and activating stalled situations.

In his session, Bouke shares how 'play' can be used as a serious tool to break patterns, spark interaction and open up public space as a place we actively shape together.

[www.boukebruins.nl](http://www.boukebruins.nl)  
[www.dereuringdienst.nl](http://www.dereuringdienst.nl)