# The PD Candidate as Researcher, Professional, Innovator, Change Agent

## The PD candidate as RESEARCHER

**Hanze**

**Music in Context, Karolien Dons**
"Music in societal contexts is often overlooked, so participating in the PD is a way to give back to the field and ensure that these practices are recognized and developed further."

- Music & Sound
- Co-creation
- Social Innovation Through the Arts

**Image in Context, Anke Coumans**
"Artists approach materials with curiosity, openness, and respect—qualities that are equally valuable when working with people. This artistic attitude allows for meaningful interventions."

- Mediatization
- Well-being
- Pedagogical Reflexiveness

**HvA**

**Visual Methodologies Collective, Sabine Nieder**
"Participatory visual methods emphasize the importance of involving diverse communities in the research process, ensuring a plurality of voices"

- Critical Technology
- Mediatization
- Co-creation

**Civic Interaction Design, Martijn de Waal**
"Digitization changes the fabric of society, which provides opportunities for strengthening civil society, reevaluate our values, but also new challenges."

- Design Methods
- Public Space-Making
- Critical Technology

**AHK**

**Lectoraat van de Academie voor Theater en Dans, Laura Cull Ó Maoilearca**
"Traditional research models sometimes treat communities as subjects rather than active participants. We're challenging that dynamic by ensuring that research is co-created and that its impact is meaningful to the people involved."

- Embodied Knowledge
- Ethics
- Performative Arts

**InHolland**

**Innovation in the International Music Industry, Koos Zwaan**
"We focus on new business models and entrepreneurship, but we also look at the societal impact of this industry and the social issues in which music and the music industry can play a role. "

- Music and Sound
- Design Methods
- Regenerative Innovation

**Inclusion and the Creative Industries, Joke Hermes**
"We need to harness the inductive nature of artistic research more effectively and ensure that insights are not just locally situated but contribute to larger discussions."

- Co-Creation
- Social Innovation Through the Arts
- Design Methods

**HKU**

**Creative Making Processes & Technology, Nick Degens**
"While artistic research often uses its own language, I think it's crucial to frame methodologies clearly to avoid isolation. The arts shouldn't just 'mystify' their research; they should articulate its relevance and impact."

- Mediatization
- Design Methods
- Critical Technology

**Performative Creative Processes, Nirav Christoph**
" We're interested in research that crosses boundaries—disciplinary, social, institutional. One concept that's central to our work is mixed impact."

- Embodied Knowledge
- Well-being
- Social Innovation Through the Arts

**ArtEZ**

**Fashion lectorate, Danielle Bruggeman**
"We are not only questioning the way the fashion industry operates, but we also aim to propose alternatives. To do this, we conduct artistic and design-driven research and develop a critical fashion discourse."

- Regenerative Innovation
- Design Methods
- New Material Practices

**WdKA**

**Codarts**

**Intercultural Performing Arts, Rachel Beckles Willson**
"Artistic researchers have the potential to reconfigure social relations, using art, artistic expression, and artistic exploration as a way to re-think roles in society."

- Social Innovation Through the Arts
- Music & Sound
- Performative Arts

**Artistic Research and Emergent Forms of Cultural Production, Florian Cramer**
"In the arts, practice itself generates fundamental knowledge. This is why the PD is crucial: it will lead to a new generation of researchers who emerge from artistic practice rather than traditional humanities disciplines."

- Self-Organisation
- Community Practices
- Art & Activism

**BUAS**

**Creative and Entertainment Games, Mata Haggis-Burridge**
"My main hope is that we produce research that excites the industry. I'd love to see major game studios look at PD research and say, 'this is useful, this pushes the field forward'.
If we can achieve that, the PD will have done something truly meaningful."

- Mediatization
- Critical Technology
- Design Methods

**Avans**

**Situated Art, Design & Technology, Michel van Dartel**
"The PD provides an opportunity to develop professionals who are not only skilled researchers but also capable of structuring research in ways that make it fundable and sustainable."

- Critical Technology
- Interdisciplinarity
- Co-creation

**Regenerative Art and Design, Delfina Fantini van Ditmar**
"The core idea is that sustainability—doing less harm—isn't enough. We need to actively restore health to both communities and ecosystems."

- Regenerative Innovation
- New Material Practices
- Critical Technology

**Fontys**

**Artistic Connective Practices, Falk Hübner**
"The strength of the artistic researcher lies in their ability to facilitate dialogues between practice and theory, between art and other disciplines, and between art and society."

- Community Practices
- Public Space-Making
- Pedagogical Reflexiveness

**Journalism and Innovation, Danielle Arets**
"As a strong believer of practice based research, I see a strong value in investing to further strengthen public-private collaborations"

- Design Methods
- Mediatization
- Future Thinking

**Zuyd**

**What Art Knows, Ties van der Werff**
"In artistic research, where and how do you "practice"? What does practicing even mean in this context? How do we conceptualize it? That's what we're exploring now."

- Pedagogical Refelxiveness
- Interdisciplinarity
- Cultural Contexts