

# CV

Tanja den Broeder - [tanja@denbroeder.net](mailto:tanja@denbroeder.net)

## RECENT TILL HISTORY

Kids Connect, online collaborative storytelling using theatre and streaming media to connect distant communities in Second Life, 2008.

(<http://www.waag.org/projects/kidzconnect>)

Teamleader user experience design group, Info.nl, Amsterdam  
(2007/08)

(<http://www.info.nl/>)

Founder and Creative Producer XYnet, since 2004.

(<http://www.xynet.nu>)

Co-author and Coördinator of the minor *Art & Technology* in Enschede between the University of Twente and the Art Academy AKI.

Head of ArtEZ Digital Atelier; a digital platform for digital, interactive art projects between all faculties of the fused art academies in the east of the Netherlands;

Teacher at Art Academy AKI, Enschede, interaction design & time based art;

Independent strategy and interaction design consultant, in combination with educational activities (since 2000);

Head of design - Clockwork (since 1999);

Head of interaction design - Schoep & van der Toorn (since 1998);

Interaction design, editorial design, projectmanagement and Head NetLes (new media workshops for TV and communication professionals) at Mediamatic, since 1994;

Editorial services to VPRO 's, Public Dutch Broadcaster 'Onrust' and 'Lolapalooza' (since 1992);

International performance productions; script, direction, video(-installations), choreography. (since 1990)

Independent performance and media artist. Multimedia shows and performances in musea, galleries, theatres, television and special events. (since 1987);

## **CURRICULUM VITAE**

Tanja den Broeder  
tanja@denbroeder.net  
Binnenkant 28 B  
1011 BJ Amsterdam  
Tel: 06- 345 80 305  
Geboren: 14 – 01 – 1963, Zutphen, Nederland.

## **EDUCATION**

1981 – 1982 Academy for the Arts, Drama, Utrecht.  
1982 – 1987 Academy for the Arts, Theatre school, dance,  
choreography, media, Amsterdam, NL.  
1986 – 1987 Study travelings 'choreography & drama' in Trinidad,  
Caribbean.  
1993 – 1994 Videcom, television direction, Hilversum, NL.  
1994 – 1995 IMMO - Interactive multimedia and project management,  
Utrecht  
1996 – 1998 POST- HBO Faculty Communication: Design management:  
Ichthus Hogeschool Rotterdam. NL

## **EXHIBITIONS MULTIMEDIA**

1989 – 1994 *Stedelijk Museum, Amsterdam*; group exhibition; video installation  
*London Museum for Design* – on invitation of Gert Dumbar;  
slide installation  
*Worldwide Video Festival*; Den Haag; performance and  
video installation  
*Theater Am Turm*, Frankfurt e.a.; divers international co-  
produced productions; performance, installation,  
choreography, direction

## **EXPERIENCE**

1987 - 1993 Multimedia-projects, installations, programs and  
performances  
Productions with *Eddy de Clerq*, Amsterdam; *Christian  
Müller*, (interactive) architect, Frankfurt; *Gert Dumbar*,  
Design Studio, Den Haag/ Londen; Theater  
Lantaarn/Venster, Rotterdam;  
*Theater Am Turm* in Frankfurt;

1993 – 1995 Editorial, presentation & script development activities for  
VPRO; Public Dutch Broadcaster;

1996 Co-founder of the website *Channels* of the city of  
Amsterdam taken over by *Wegener City on Line*.

- 1996 Editorial chief *Future Moves*, with Theater Lantaarn/Venster, Rotterdam; symposium and workshops on new media and new technology for the performing arts f.e. *motion tracking* techniques.
- 1995 – 1998 Project manager, interaction and editorial designer, Mediamatic IP, Amsterdam, studio for 'old & new media', diverse accounts/assignments:
- Rabobank (diverse corporate sites and first *online banking website*),
  - Randstad (new assessment and matching-strategy via the web; research for a new brand with a target group of young international professionals;
  - Verkeer en Waterstaat (interactive video installation for transportprofessionals, planners en governmental agencies),
  - diverse educational CD-ROMS for diverse targetgroups assigned by diverse publishers.
- Developer & Coördinator of *Mediamatic NetLes*, workshops and symposia on new media for TV and communication professionals;
- 1998 Head of new media design department of *Schoep & Van der Toorn*, (now Pleon) Amsterdam, communication agency and part of an international network Brodeur en BBDO. Diverse accounts:
- BMW (development of managementtool for designstrategies and value detection),
  - *Printing on demand* internal communication magazine for an attorney agency,
  - IBM intranet,
  - diverse governmental websites and design of interactive campaigns.
- 1999 Head of design *Clockwork*, Amsterdam; pioneering e-commerce activities and productions: PON, Achmea, Shop.nl
- 2000-2004 Founder of STUDIO PM23, starting *den Broeder Mediaprojecten*. Assignments for:
- LIFETREE & Birthcenter, Netherlands of Beatrijs Smulders. communication- en webstrategy/online direction.
  - POGO, an European ESPRIT project for interactive, collective digital storytelling in signet of *Ravensburger* together with *Philips Design*, *Cryo* (game developer in

- Paris), Universities of Liège and Sienna: functional design, interactionmodel, requirement documentation for 'ubiquitous computing' devices.
- 2000-2004
- *Fashion Workshop Courage*, symposium, workshops on fashion & ICT with *Possen.com*: research, editorial activities.
  - *Design Agenda*; interaction and editorial design for an online platform with BNO (Designers league of the Netherlands and BIS publishers.)
  - *Diagram* – Theatre Felix Meritis, multimedia LIVE events with audience interaction and participation.
  - *AFK*; Amsterdam Foundation of the Arts; consultancy on policy for new media.
- 2004-2006
- Founder and developer of **XYnet**, a platform using and integrating the mobile phone and the internet to build communities and community media on the bases of the cultural map of the region/city/neighbourhood. *XYnet* is a mobile matching and publishing platform integrating location based services, social networks and publishing for text, photo's and video and IVR (interactive voice recognition). Implementing a second pilot with NL (part of major Dutch Publisher PCM) after a first pilot for social and cultural use in Oud-West, Amsterdam.
- 2006
- Freelance project manager MRM partners worldwide, part of the Mc Cann-group stationed in Amstelveen; online- en cross media campaigns and DM.
- Author of 'User Centered Design en Interaction Design course' for LOI.
- Kids Connect.** On the invitation of Josephine Dorado, New York: workshop for youngster groups in New York and Amsterdam via Second Life integrating theatre and animation skills and interaction via 'first life' real time video to excel in narrative and playful activities to deepen cultural exchange; [www.kidzconnect.org](http://www.kidzconnect.org)
- Communication and PR for Media Gilde. Innovation centre for the creative new media industry. ([www.mediagilde.nl](http://www.mediagilde.nl)). Sister organisation of the Waag Society, Amsterdam.
- 2007
- User Experience Design, Team leader at INFO.nl, Amsterdam; professionalize UX design process and working

on projects for SNS bank, Friesland Bank, ASN, Autotelegraaf, Reed.

2008 **Kids Connect**, Second Life exchange between Tampa, Florida and Amsterdam

### **EDUCATIONAL ACTIVITIES**

2000-2003

- Head of *ArtEZ Digitaal Atelier*; for the merged art academies in the east of the Netherlands. Setting up a platform and content for digital projects and exchange between all faculties in Arnhem, Enschede, Zwolle.
- Teacher *time-based media & interactive media*, Art Academy AKI, Enschede.
- Teacher and developer of the MINOR 'Art & Technology', between the AKI and the *University of Twente*.

2007 Re-design of curriculum of the media academy, CMD, *Media aan de Maas*, after a fusion HRO, Rotterdam;

Developer of the MINOR *Experience Branding*, CMD, *Media aan de Maas*, HRO, Rotterdam,