

PRESS RELEASE

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Kunstenaars&CO and Kunst & Zaken join forces as 'Cultuur & Ondernemen' (Culture & Entrepreneurship)

Kunstenaars&CO and Kunst & Zaken are to combine their networks and expertise in a new organisation. The directors signed a letter of intent today. The Cultuur & Ondernemen foundation will be *the* knowledge centre in the Netherlands in the area of entrepreneurship and management in the cultural sector. It is expected that the new organisation will be established on May 1st, 2010.

Logical development

The combination of Kunstenaars&CO and Kunst & Zaken is a logical development. Kunstenaars&CO (Artists, Culture & Entrepreneurship) is the national organisation in the Netherlands promoting entrepreneurship among artists and creatives on the one hand and the expert in combining creative skills with social and organisational questions in the public and business sector on the other. Kunst & Zaken (Art & Business) is the national organisation bringing business skills to the cultural sector and promoting entrepreneurship within cultural institutions. Together in this new organisation, Culture & Entrepreneurship will be the central platform for cultural entrepreneurship and for building connections between the cultural sector and business.

The organisations already undertook joint projects in the recent past. By combining their networks and expertise, the Cultuur & Ondernemen foundation will be able to develop a broader and more coherent offering for the whole cultural sector.

More possibilities

The foundation has the ambition of reinforcing the entrepreneurial capabilities of artists, creatives and cultural organisations. The doors will be opened further to businesses and social organisations that wish to make use of the creative strength of this sector. The Netherlands will soon have a single unifying link between the entire cultural sector, the business world and public sector organisations.

Substantial network

Jo Houben, Managing Director of Kunstenaars&CO, expects the network of Kunst & Zaken to produce a great many benefits. "Kunst & Zaken has a substantial network within both the business world and cultural organisations," he says. "We will now be able to leverage this for the benefit of artists and creatives. Artists, other creatives, cultural organisations and businesses will be able to set up attractive and unique projects together in which they can profit from each other's particular strengths."

A timely move

According to Marianne Berendse, Director of Kunst & Zaken, the combination has come at the right moment in time. "The cultural and creative sector needs more support now more than ever," she explains. "The need for cultural entrepreneurship has never been so urgent. We encourage artists and cultural organisations to unlock their creative and innovative potential. The cultural sector has much to offer the business world and the public sector."

Note to editors

This is a joint press release from Kunstenaars&CO and Kunst & Zaken. For more information, please contact Cara Koesoemo Joedo via ckoesoemojoedo@kunstenaarsenco.nl or +31 (0)20- 535 2500; or Mariska van Elsen via vanelsen@kunst-en-zaken.nl or +31 (0)10 436 6667.

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