

## **Artist In Residence – Creative Consultant – Speaker – Publisher**

After a short career as a professional dancer Jeroen Mourik studied Arts Management and continued his career in 1992 at the North Sea Jazz Festival in The Hague, where he produced *Gigs for Kids*: a jazz concert for children.

For several years thereafter he organized Doe Dans Festival: a biennial weekend event in which participants take classes from professional folk dancers from around the world.

1994 – 2000 Mourik created numerous Corporate Events with his own event company: JMEF – A source for ideas

In 1996 Jeroen Mourik became the event manager of Racism Beat It, a large multicultural outdoor festival near Amsterdam. Whilst working there for four years, Mourik revised the concept for the event, receiving appraisal from the Dutch government and other funders.

In 1999 his career focused again on children's events, when he produced an International Clowns Festival for a Dutch hospital foundation in Utrecht, which featured more than 100 professional clowns.

2000 – 4, Mourik was the Director of Kaleidoscope, the annual Aberdeen International Children's Festival in Scotland.

During the four years he worked for Kaleidoscope he transformed the festival and introduced innovative new events, including developing a community project which received much-sought-after lottery funding.

Whilst working for Kaleidoscope, Mourik worked in many schools in the North East of Scotland as a visiting specialist presenting dance and drama workshops. He often did this in character as Harlechino, the festival's mascot. In addition Mourik worked as a consultant and actor for the theatre in education company Live Wire Productions in Aberdeen and as Assistant Theatre Producer of the Aberdeen International Youth Festival.

One of his big successes in Scotland was an outdoor spectacle: The Four Elements, performed by over 500 children, in which each participating child had only 45 minutes of preparation before the performance.

Following this success, Mourik since travelled to work as Artist in Residence, creating Festival Spectacles in communities with children and working with local artists.

As a member of IFEA Europe (International Festivals and Events Association) Mourik has presented numerous seminars and Keynotes, related to (Public) Event Management, Creativity and E-marketing around the world (i.e. Australia, Canada, China, Europe, USA).

In 2006 Mourik founded 'The Creative Fellowship – event innovators at large' ([www.creativefellowship.org](http://www.creativefellowship.org)) after he published A LEFT-BRAIN MANUAL ON CREATIVITY FOR PUBLIC EVENT MANAGERS

2006 – 2007 Mourik was the Business Development Manager of IFEA Europe and specialised in E-marketing.

In 2007 Mourik joined the Board of Directors of the IFEA Foundation.

In both 2006 and 2007 Jeroen Mourik's Festival Spectacles, for respectively RioFest and BorderFest, were awarded with first prize 'Best Educational Programme' and 'Best New Event' at the Texas Festivals and Events Association and the International Festivals and Events Association (IFEA) Pinnacle Awards.

Most recently (2008) Mourik was the founder and publisher of FestivalOrganiser.com, an online portal for festival and public event professionals, including Industry News and Industry ProFiles (online networking platform).