

Media Release
Zurich University of the Arts (ZHdK)
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New Appointments at ZHdK's Zurich Centre for Creative Economies (ZCCE): Frédéric Martel and Eva Pauline Bossow

Zurich University of the Arts (ZHdK) is strengthening its expertise in the creative economies. It has appointed Frédéric Martel and Eva Pauline Bossow to two key positions at the Zurich Centre for Creative Economies (ZCCE), established in 2019.

Frédéric Martel is the designated professor of creative economies, while Eva Pauline Bossow has begun serving as the managing director of the Zurich Centre for Creative Economies (ZCCE). Both appointees will significantly shape the ZCCE's content and strategic orientation.

Frédéric Martel: Designated Professor of Creative Economies

The Board of Zurich University of the Arts (ZHdK) has appointed Frédéric Martel as Chair of Creative Economies. He holds a PhD in sociology and is an acclaimed author and journalist. Frédéric Martel took up his post on 1 January 2020. He studied sociology, philosophy, political science and law at Université Paris I Panthéon-Sorbonne and Université Paris II Panthéon-Assas. In addition to an excellent national and international network, Martel has broad and long-standing teaching and research experience. Since 2014 he has also been pursuing research and lecturing at ZHdK. On behalf of ZHdK, Martel will be involved in the digitisation initiative of Zurich's universities and universities of applied sciences.

Eva Pauline Bossow: ZCCE Managing Director

Eva Pauline Bossow has been Managing Director of ZCCE since November 2019. She previously headed the marketing and communications department at the Zentrum Paul Klee and was responsible for media relations at Bern Symphony Orchestra. When she founded her own company at the interface to music, Bossow became involved in the start-up landscape. Among others, she initiated an entrepreneurship format in the creative business sector. She holds two master's degrees (media and communication studies and psychology; business administration).

Research, teaching and consultancy

The Zurich Centre for Creative Economies (ZCCE) is a ZHdK centre of competence. It was established in 2019 with the support of the Zürcher Kantonalbank. Social changes and global problems require new solutions. Which contribution do the artistic and design disciplines make in this respect? What significance do the creative industries have for business locations? How does digitisation change cultural policy? These and similar questions have been explored at ZHdK for almost 20 years. The ZCCE bundles competencies and expertise in the creative economies and complements its research with teaching and consultancy services. Its focus lies on providing students with practical education. Integral to the ZCCE is the Z-Kubator, a project and innovation support programme aimed at promoting spin-offs and projects holding entrepreneurial potential at the interfaces between art, design and culture. The ZCCE will also be offering a senior fellowship programme.

Visit www.zhdk.ch/newsroom for images. We would be pleased to arrange interviews with Frédéric Martel and Eva Pauline Bossow.

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Eva Pauline Bossow, Managing Director, Zurich Centre for Creative Economies, and Frédéric Martel, designated Professor of Creative Economies at ZHdK. Photograph: Betty Fleck © ZHdK