

About ASOM

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In 2010, Giep Hagoort founded the Amsterdam School of Management (ASOM) as a private network initiative with the ambition to become a leading network centre on interactive processes. ASOM is an expertise centre formed by experts and practitioners, rather than a traditional business school with professors, buildings and MBA classes. Based on his PhD research into bottom-up strategic art management, Hagoort has developed a model for how to innovate products, services and organisational functioning with the help of interactivity. Interactivity means using knowledge from below; from professionals, independent workers and external partners who have the real work experience needed to innovate in a sustainable way.

Internovate!

Giep Hagoort's model, called 'Internovate!', concerns innovations realised through interactive architecture. The model has been tested over several years within many different sectors and organisations. One of the most prominent internovations was the *Strong City-Strong Countryside* programme, which focused on improving the relationship between city dwellers and farmers. In cooperation with the Dutch Ministry for Agriculture, many round tables, seminars and conferences were organised all over the country, in big cities and small villages, at conference centres and in farmers' homes. This resulted in a mutual Urban Agenda for the Countryside with a focus on regional food production, sustainable recreation and productive communication between cities and the countryside. The results of the programme were summarised in a special research report *Strong Cities-Strong Countryside* (also available in English).

Mobility 4.0

The way people are moving from A to B in their daily life is a problematic issue for many societies. Although traffic congestion can be reduced by building new motorways, this 'asphalt solution' brings new traffic and is not a real solution in the long term. The ASOM-Internovate approach *Mobility 4.0* has created a mix of solutions by integrating the use of cars, trains, metros and bikes. By emphasising changes in travellers' personal behaviour and preferences, it is possible to achieve sustainable mobility (M 4.0). ASOM discussed this approach during round tables in the Dutch cities of Maastricht, Wageningen and Zwolle, commissioned by the municipalities of these cities.

Societal and Corporate Dialogues

Horizontal communication between different groups within multicultural societies and corporate firms is essential to the quality of human society. Using co-creation processes based on interactivity, these groups can create mutual knowledge for change. ASOM has been asked to stimulate these processes within different sectors: creative industries, urban development, public libraries, higher education, NGOs and private SMEs, among others. Participating in the ASOM network, artists and designers are actively involved in contributing to a creative and innovative culture in these *Learning Labs on Dialogues*.

Creative Cooperation

Cooperation between different partners within crossovers ('creative cooperation') is an important challenge for the near future. Based on these creative and cooperative ways of working, organisations can deal with complexities in the fields of globalisation and digitisation. Giep Hagoort has written an essay on the relationship between cultural entrepreneurship and cooperative ways of working to elaborate topical challenges. Click here for your personal copy of this essay.

More about Giep Hagoort

Giep Hagoort (1948) is the founder and dean of the Amsterdam School of Management and Professor Emeritus Art and Economics at Utrecht University/HKU. He is the chairman of ERTNAM (European Research and Training Network on Art Management). Giep Hagoort has published around 100 books, articles and papers. He has lectured at more than 40 universities and art schools. ASOM has partnerships with viatraiectum.nl, elburgconsultancy.nl and festina.xxx, among others. ASOM is a trademark owned by Oplondie Edres BV. Giep Hagoort's international research and training activities will be coordinated by ERTNAM (www.ertnam.eu)

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