

# ZHdK Strategic Guidelines 2024ff





# *Artistic Intelligence?*

## Goal

**Pool our resources**

**Exploit our potential**

## Strategic thrust

**Strengthen the diversity, relevance, permeability, renewal and quality of all performance areas.**

**Simplify organizational structure and process organization.**

# *Mission*

## Mission statement

**Social transformations and the freedom of the arts are core to what we do. All members of ZHdK contribute to achieving this mission in a committed and professional manner.**

**We question, explore and inspire. Through our actions in the arts, design and education, we consciously impact society.**

## How we achieve impact

Artists, designers, educators and researchers studying, trained or employed at ZHdK are curious, visible and courageous.

We challenge, provoke, go against the grain, observe, and point out, show, question and criticize.

We provide impetus, and contribute explorations, innovations and reflections to society, where they are taken note of and espoused. .

# Ambition

We aspire to be one of the world's most important arts universities.

How we achieve impact

**Generativity:** Our graduates are qualified to make a relevant contribution to society and able to shape their careers, both within and beyond the arts and culture.

**Visibility:** Our offerings, results and findings in the arts, teaching, research, continuing education, outreach and services are impactful. They are sought-after, adopted and awarded prizes.

**Connectedness:** Internally to internationally, we are actively involved, connected and cooperate at all levels. Our views extend beyond our own specialisms and the arts.

**Quality:** Thanks to its members, range of services and facilities, ZHdK is one of the best arts universities.

# Values

Standards through quality  
Relevance through impact  
Diversity through openness  
Simplification through essence  
Responsibility through sustainability

# Priorities in the Fields of Action

## **General framework**

- Review our organisation, structures and committees to simplify management and decision-making
- Explore the arts university model

## **Service provision**

- Review and further develop our degree programmes and service portfolio
- Promote technological innovation and creative diversity in research and in the arts
- Expand transfer orientation
- Further develop international and intercultural orientation
- Discuss quality standards

## **Culture**

- Translate, anchor and invigorate values
- Strengthen our leadership and support culture
- Foster trust-based cooperation

## **University-wide domains and processes**

- Expand staff policy, staff and talent development
- Simplify processes
- Improve project management