



Nick Renshaw // **Demystified** The European Ceramic Workcentre as Centre of Excellence

The European Ceramic Workcentre (EKWC) is regarded widely as a world-leading organisation. A world-leader through its work as artist in residence centre where practice using the ceramic material is hosted, and a world-leader through its work as institution where the innovative use of this material in all areas of design and the visual arts is promoted. Though carrying an intrinsically global reach it is an institution rooted deeply in the very unique cultural history of the Netherlands, a fundamental factor in any discussion of its behaviour and one that is emphasised appropriately in this study.

Demystified: The European Ceramic Workcentre as Centre of Excellence deciphers for the first time the specific and fundamental reasoning for the successes behind this world leader. It describes the complex system of operation that exists throughout the entire organisation, a system that has matured and been refined over the course of the previous four decades. It explains how such an ideal working environment has developed, why this is unique to the EKWC, and why such excellence in practice is difficult to find in other related organisations around the world.

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