

# WHY THE WORLD NEEDS ANTHROPOLOGISTS

New fields for applied anthropology in Europe

This international symposium explores possibilities for the use of anthropology outside of academia. Keynote speakers will present best practices of product development and service improvement by employing anthropological skills and knowledge, and critically reflect on the engagement of anthropologists in profit and non-profit sectors. They will identify possibilities for future collaborations between science and practice and open new interdisciplinary fields for applied anthropology in Europe.



Tropenmuseum

University of Ljubljana



ORGANISERS



**METRONIK**



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Organising committee: Ellen Bal, Meta Gorup, Dan Podjed and Rhoda Woets.

# Tropenmuseum, Amsterdam, 29 November 2013

## INTRODUCTION

**Ellen Bal**, associate professor at the VU University Amsterdam

## PANEL DISCUSSION

Moderator: **Dan Podjed**, coordinator of the EASA Applied Anthropology Network

Guests: **Wayne Modest**, head of the curatorial department at the Tropenmuseum,

**Nadia Moussaid**, reporter and editor at the Big City At5,

**Rajko Muršič**, full professor at the University of Ljubljana,

**Marina de Regt**, assistant professor at the VU University Amsterdam,

**Gregor Cerinšek**, researcher and project manager at the Institute for Innovation and Development of University of Ljubljana.

## SPEAKERS

**Anna Kirah, Making Waves**, has a background as a design anthropologist and psychologist. She is internationally recognised as a pioneer using human-centered innovation in the design of services, products and organizational change at leading companies, including Microsoft and Boeing.

**Jitske Kramer, HumanDimensions**, is a highly sought-after facilitator, coach and presenter in the area of diversity, inclusion, cross-cultural issues and change in the commercial sector. Her ambition is to (re)connect people through their differences.

**Simon Roberts, Bailiwick Partners**, is a business anthropologist with over 15 years experience in technology research, innovation and strategy development. He has pioneered the use of ethnography in commercial settings, running his own consultancy and working in R&D at Intel.

The event is free of charge. Please register with Rhoda Woets ([r.woets@vu.nl](mailto:r.woets@vu.nl)).  
For details check the webpage of the VU Department of Social and Cultural Anthropology:  
[www.fsw.vu.nl/why-the-world-needs-anthropologists](http://www.fsw.vu.nl/why-the-world-needs-anthropologists)

