

Andy Penaluna – Professor of Creative Entrepreneurship
Swansea Metropolitan University
Faculty of Art and Design

Research/Consultancy Interests and Activity

Enterprise Alliance UK, founding member - a national membership body based alliance - to represent the interests of independent entrepreneurship researchers (isbe), educators (Enterprise Educators UK) and students (NACUE). Launched with all-party support in Houses of Parliament on 27 January 2010.

CEO/Chair – Enterprise Educators UK Ltd – a 92 University Membership body – elected position, to represent the HE and FE education sector

Chair – HEA – BMAF – SIG Entrepreneurial Learning

Advisor – National Consortium of University Entrepreneurs (NACUE) A 40,000 student membership body.

Enterprise in Education and the associated pedagogical implications.
(Member of a number of expert panels at UK conferences)

Intereg 'CIME' research into development of creativity and innovation for small businesses

Enterprise Strategies in the Creative Industries, including collaboration with University of Central Lancashire and Higher Education Academy – Art, Design and Media Subject Centre

Cited in: THE IMPACT OF CULTURE ON CREATIVITY - A Study prepared for the European Commission (Directorate-General for Education and Culture) June 2009, p113 and 115.

National Council for Graduate Enterprise (Research and Policy Community)
Curriculum Development: developing intrapreneurial and entrepreneurial capacity.

Visual Evidence in Doctoral level investigations (as part of 'Syniad Da', University of Wales – HARC funded initiative)

PhD - " A Critical Investigation into the Origins and Development of the Airbrush – 1878-1906" - supervised by Swansea Institute and New York University. Used as a 'visual evidence', case study by Manchester Metropolitan University.

PhD Cited in: (Doctoral and Masters submissions)

Gina Giotta, *Investigating image manipulation* (working title), Iowa State University;
Hejin Lee, *Fluid atomisation in a reciprocating needle device*, Massachusetts Institute of Technology. (Advisor, Prof. Michael J. Cima)
Lucca Fregnan, *Considering the Origins of Art Materials*, University of Turin;
Robert Skinner, *Image and Fact* (Working Title), Ontario University, Canada;
Sally Christenson, *Airbushing and photographic enterprise*, North Dakota University.

Cited in other undergraduate dissertations and essays, e.g.

Carlos Gerardo, Torreon Coah, Mexico;
Roberto Morales, Sao Paulo, Brazil;
Christine Pedlar, Northern College, UK;
Stefan Stancui, London Metropolitan University.

Researching the origins and development of photographic image manipulation – C1839-1925

Consultant – The Estate of Abram Games OBE RDI

Editorial Consultant, Art Scene International, Herten, Germany.

Consultant – Illuskills Illustration School, Vienna

Design Consultancy for local SME's, e.g. Lemon Pixel, Daley Design, LGO Media.

Design Management and Art Direction are continued interests

Member of Government Review Forum (Dept of Business Innovation & Skills) an Entrepreneurship Education chaired by Mark Prisk – Minister for Business Innovation and Skills

Other Professional Activity (i.e., *External Examiner, Quality Assessor*)

Co-chair - International Entrepreneurship Educators Conference 2010 Cardiff University/Welsh Assembly Government.

Leading joint discussions with QAA in partnership with Enterprise Educators UK / National Council for Graduate Entrepreneurship on behalf of HEA – to develop benchmark statement or similar signposting for ensuring quality of UK educational provision.

Chaired Welsh Assembly Government - Department for the Economy & Transport Feasibility Study into a potential enterprise educator's qualification. Approved paper – now leading the development of a new M Level study programme for teachers.

External Examiner– Edinburgh Napier University Business School – Creativity and Innovation (post Grad and Undergrad modules)

External Examiner – Newcastle University; M A Creativity and Enterprise

External Examiner – Cornwall College Foundation Degree Personal and Employability Skills Development (5 college network, University of Plymouth)

British Council in Sri Lanka – Quality Assurance in Entrepreneurship panel

Advisory Board Member, HEA-BMAF

Review Panel Member, HEA-BMAF Small Grants and Awards

Senior Judge – EEUK/NGCE National Enterprise Educator Awards, 2009 & 2010

UK Final Round Judge – 'SIFE' 2010 (38 University competition - Students in Free Enterprise)

Judge – Shell Livewire Awards. Area = Northern Ireland and Wales

Chair / Track Lead Advisor, HEA – BMAF National Conferences in 2009 and 2010

Track Chair / Lead Reviewer – 'Creative Industries Entrepreneurship' track of The 33rd International Conference of the Institute for Small Business and Entrepreneurship

Chair, Entrepreneurial Learning Visions in Swansea Conferences ('ELVIS' 2007 and 2009)

Validation Panel Member, University of Derby – MA / BA (Hons) Visual Communication Pathways

Validation Panel Member, University of Plymouth – MA Creative Enterprise (MACE)

Validation Panel Member, University of Wales, Newport; Business Leadership and Enterprise Development Undergraduate Portfolio

Chair – PhD Examination Board (University of Wales)

Chair – MPhil Examination Board (University of Wales)

Academic Paper Reviewer, including:

- International Journal of Management Education (IJME - Editorial Board member)
- International Journal of Entrepreneurial Behaviour and Research (IJEER)
- Journal of Small Business and Entrepreneurship - The Journal of the Canadian Council for Small Business and Entrepreneurship (JSBE)
- International Journal of Entrepreneurship Education (IJEE)
- Emerald Publishing (Literati Member)
- Routledge Publishing

- Edward Elgar Publications

2001-2004	Director - International Association of Airbrush Artists, Charlestown SC., USA. Elstree Studios / Greaspaint Studios – visiting lecturer (airbrushing for proesthetics).
2000/2001	Wetterhof Polytechnic, Hameenilina, Finland - lecturer in website design.
1999/2000	Assistant Gallery Director, IAF, Europahalle, Dortmund Germany (responsible for co-ordination of over 30 international artists and their work)
1999	International Judge - The Airbrush and Spray Art Show, Milan, Italy

Publications: (*Conference Presentations, Books, Published Articles, Reviews, Translations, Intellectual Property/Patents, Multimedia, Journalism*)

Papers and Conference Presentations – Refereed

Forthcoming (2011)

Penaluna, A. (2010) Enhancing creativity and opportunity recognition in enterprise education through a practical understanding of cognitive neurology. Innovation, Creativity and Enterprise (ICE) Conference 2011: □ Curiosity and Imagination: Exploring the challenges and opportunities *for* teaching and learning in the 21st century. 5 April, Rolle Building, University of Plymouth

2010

Penaluna, A., Matlay, H & Penaluna, K. (2010) ‘Design Thinking’ in entrepreneurship education: how transdisciplinary approaches add value, International Entrepreneurship Education and Training Conference, July, Arnhem, Holland.

Penaluna A. & Penaluna K. (2010) At the Intersection of Business and Creativity Education: Developing Creative Mindsets, HEA-BMAF National Conference, April. Newcastle

2009-2005

Penaluna A, Coates, J. & Penaluna K. (2009) Seeing Outside the Box: Creativity Based Assessment and Neural Understandings, Proceedings of the 32nd International Conference of the Institute for Small Business and Entrepreneurship, November, Liverpool.

Penaluna K & Penaluna A. (2009) The Evidence So Far: Creative Industries Contribution to Enterprise Education, Proceedings of the 32nd International Conference of the Institute for Small Business and Entrepreneurship, November, Liverpool.

Penaluna A & Penaluna K. (2009) Is creativity valued? Can creative capacity be measured? Questions and possibilities for academics and enterprise educators. Proceedings of the 13th International G-Forum, October, Leipzig

Penaluna A, Coates, J. & Penaluna K. (2009) - Understanding creative capacity in entrepreneurial learning: an investigation into emergent transdisciplinary design-based pedagogies and associated neural understandings, International Entrepreneurship Education and Training Conference, September 2009, Mexico (presentation not made due to swine flu restrictions)

Penaluna A, & Penaluna K. (2009) Crossing the bridge: Insights into enabling strategies for creative business development, HEA-BMAF National

Conference, May. Cardiff

Penaluna A, Brown, S. Gibson, D. Jones, C. & Penaluna K. (2008) Entrepreneurial Education needs Entrepreneurial Educators: Assessing our Performance, 31st International Conference of the Institute for Small Business and Entrepreneurship, Nov. Belfast
(*Selected for Best International Paper Plenary*)

Penaluna A, & Penaluna K. (2008) Entrepreneurial Capacity? Entrepreneurial Intent? Assessing Creativity: drawing from the experience of the UK's Creative Industries'. Internationalizing Entrepreneurship Education and Training Conference, Miami University

Penaluna, K.: Penaluna, A, & Morgan, D. (2007) I love IP: Designing the Student Experience to Exploit Creative Endeavour, 30th International Conference of the Institute for Small Business and Entrepreneurship, Oct, Glasgow

Penaluna, K. & Penaluna, A. (2007) Designing the Student Experience - who owns what? Emergent Practice and Springboard Opportunities, International Entrepreneurship Education and Training Conference, July, Gdansk, Poland.

Penaluna, A. & Penaluna, K, (2007) Drawing Parallels: Design Pedagogies and Entrepreneurship Education, ELIA-HEA-ADM (Art Design and Media) July, Brighton

Penaluna, A & Penaluna, K, (2007) Drawing Parallels for Competitive Advantage: Designing the Student Experience, HEA- BMAF Conference, May, Birmingham.

Penaluna, A. & Penaluna, K. (2006) Cox Review of Creativity in Business: Implications for Entrepreneurship Educators. 29th International Conference of the Institute for Small Business and Entrepreneurship, Cardiff.
(*Nominee - best paper award*)

Penaluna, A. & Penaluna, K. (2006) Stepping back to go Forward: Alumni in Reflexive Design Curriculum Development. Internationalizing Entrepreneurship Education and Training Conference, Sao Paulo Brazil

Penaluna, A. & Penaluna, K. (2006) Business Paradigms in Einstellung: A Creative industries perspective on enhancing entrepreneurship education. Internationalizing Entrepreneurship Education and Training Conference, Sao Paulo, Brazil.
(*Awarded 'Best Empirical Paper' - Exceptional prize for senior researchers*)

Penaluna, A. & Penaluna, K. (2005) Entrepreneurship for Artists and Designers in Higher Education. Internationalizing Entrepreneurship Education and Training Conference, Guildford, Surrey

Refereed Publications

Forthcoming (Due for publication 2011)

Penaluna, A & Penaluna, K., The Evidence So Far: Calling for Creative Industries Engagement With Entrepreneurship Education Policy and Development. In *Entrepreneurship and the Creative Economy: Process, Policy and Practice*, Colette Henry & Anne de Bruin (eds). Edward Elgar Publications

Forthcoming (Due for publication 2010)

Penaluna, A., Coates J. and Penaluna K., *Creativity-Based Assessment and Neural Understandings: A Discussion and Case Study Analysis*. Education + Training, Emerald Publishing

Penaluna, A. & Penaluna, K. (2009) Assessing Creativity; drawing from the experience of the UK's Creative Design Educators. *Education + Training*, Emerald Publishing, Volume 51, Numbers 8-9, pp. 718-732

Penaluna, A. & Penaluna, K. (2009) Creativity in Business, Business in Creativity, transdisciplinary curricula as an enabling strategy in enterprise education? Special issue of Industry and Higher Education on 'Entrepreneurship Education in an international context' Vol 23, No. 3

Penaluna, A. & Penaluna, K. (2008) Business Paradigms in Einstellung: Harnessing Creative Mindsets for Entrepreneurship Education, Journal of Small Business and Entrepreneurship 21, no 2, pp 231-250

Penaluna, A. & Penaluna, K. (2007) Drawing Parallels: Design Pedagogies and Entrepreneurship, European League of Institutes of the Arts / Higher Education Academy – Art Design and Media subject centre: Brighton (Cited in *THE IMPACT OF CULTURE ON CREATIVITY - European Commission (Directorate-General for Education and Culture) June 2009*)

Penaluna, A. & Penaluna, K. (2006) 'Out of Myopia': Entrepreneurship in the Creative Industries, Palentine, Lancaster University

Penaluna, A & Stephenson, J., (2006) Groveart Dictionary of Art / Macmillan Dictionary of Art - essay on the origins of spray painting, Open University Press: New York / Groveart.com

Other Papers and Presentations

2010

Penaluna, A. & Penaluna, K. (2010) Keynote Presentation at Connect 2 (Teaching Learning Research Enterprise) Huddersfield University. 13 Sept.

Penaluna, A. (2010) Stanford University European Roundtable on Enterprise Education – Teaching Creative Entrepreneurship, Edinburgh University. 9 Sept.

Penaluna, A. (2010) Design and Business Improvement for Public Services – Applying Design Principles. Lincolnshire and Rutland Public Service Compact with support from the University of Lincoln and Lincolnshire County Council. Brayford Campus, University of Lincoln. 5th May.

Penaluna A & Penaluna, K. (2010) Welsh Assembly Government, SEET International Study Visit Presentation – to Government representatives from Albania, Belgium and Portugal. 29th April.

Penaluna, A., BMAF+EEUK / Price, A., NCGE / Bellingham, L., QAA (2010) Shaping Quality and Assessment in Entrepreneurship Education: Considering Subject Benchmark Statement for Entrepreneurship Education. Leeds Metropolitan University

2009

Penaluna, A. (2009) Enterprise Education; Evaluation Tools and Quality Issues. Higher Education Entrepreneurship Group Conference - Does It Really Make a Difference? Evaluating the Impact of Enterprise and Entrepreneurship Education, University of Surrey.

Penaluna, A., BMAF/ Price, A., NCGE / Brown, S., EEUK International Entrepreneurship Educators Conference 'Best Practice Workshop' - Curriculum development: shaping a benchmark statement for use across all disciplines within Higher Education.

Penaluna A & Penaluna, K., International Entrepreneurship Educators Conference 'Best Practice Workshop' - Copyrights and copywrongs? Should they Trademark it, Patent it or whatever? Enhancing your student's capacity to exploit their winning ideas.

IGNITE – Creativity in Enterprise, Newport University, Glamorgan

University and Cardiff University

2008-9

Enterprise Educators UK 'Best Practice events' – keynote presentations at Salford University, Sheffield University, Swansea Metropolitan University and Leeds Metropolitan University

2008

“Intellectual Property Rights and your Business Venture” Workshop provided for graduates as a consultancy with Coda

‘Intellectual Property Rights and You - Or ‘How to Avoid Being Sued’ North East Wales Institute, Staff and Student Presentation (Co- presented with K Penaluna)

‘Creative Enterprise 2008 Conference: Models of enterprise teaching = what is working well?’ University of Central England (Co-presented with K Penaluna)

‘Lessons from the Creative Industries for Entrepreneurship Education’ HE Learning and Management (HELM) staff development series Aston Business School, Birmingham (Co-presented with K Penaluna)

‘Entrepreneurship Education - Lessons from the Creative Industries’ Presentation for International Entrepreneurship Educators Programme delegates, Cardiff Business School, Cardiff .

2007

“Intellectual Property Rights and Your Business’ Workshop for Welsh ‘Spinout’ companies – consultancy with Finance Wales, ECM, Port Talbot (Co-presented with K Penaluna)

‘Entrepreneurship Education – Student Centred Learning’ Welsh Assembly Government, Entrepreneurship Champions Conference, Cardiff (Co-presented with K Penaluna)

Entrepreneurship Learning Visions in Swansea (ELVIS) Co- Director and chair of a two - day conference for stakeholders of FE and HE entrepreneurship education provision. A collaborative event with University of Wales, Swansea and Swansea College, funded by the Welsh Assembly Government.

2005

HEA-ADM - “Entrepreneurship in the Creative Industries Student and Graduate regional seminar: Wales, Northern Ireland, Midlands. The research is incorporated in the ADM.NESTA publication ‘Entrepreneurship in the Creative Industries’

“Yesterday, Today and Tomorrow: Discussions with Grand Masters”. Public interview with Marco Paoletti, sponsored by Commissione Cultura – Del Comune di Firenze, Florence, Italy.

“Syniad Da” Research Supervisor Training - Case Study into personal use of visual evidence in doctoral theses, NEWI, Wrexham.

2004 “Aerographie 3”, Cultura Quartier 4, Florence, Italy.

2003 “Maximum Meaning, Minimum Means”, The early design strategies of Abram Games OBE RDI., with Naomi Games, Design Museum, London.

2002 “The Origins of Photographic Retouching”, Swansea Photographic Society.

2001 “Professional Artwork Production”, Art and Heart Studios, Florence,

Italy.

2000 “Artistic Direction”, International Airbrush Forum, Dortmund, Germany.

“The Roots of Traditional Airbrush" (display & presentation) The Airbrush and Spray Art Show, Quark Conference Centre, Milan, Italy.

1999 "Selected Works". International Gallery of the International Airbrush Forum, Dortmund, Germany.

1998 - "Researching the History of Airbrushing". Conservation Centre, Institute of Fine Arts, New York University.

1997 - "History of the Airbrush". International Airbrush Forum, Europhalle, Dortmund, Germany.

TV and Video

2006 – ITV West / Quite Funny Films, ‘Losing It’ Assistant to Art Director.

2004 – RDF Media for Channel 4. The Origins of Flameflingers.

2002 – BBC’s Newsnight. Interview with Financial Editor, Stephanie Flanders.

2002 – ‘Firepower’. 15 min. promotional video for Star Gun Company / English Heritage.

Books

Aerografo: il nuovo manuale delle tecniche e della applicazioni nel terzoto millennio. Mario Romani – Chapter 1 by Andy Penaluna, Tipografia Moderna, Milan (2006). Includes 15 image ‘step by step’ and 5 illustrations by Andy Penaluna.

Each Broken Object David Greenslade/Illustrated by Andy Penaluna
Two Rivers Press, Reading UK (2000)
ISBN 1-901677-230

The Manual of Airbrushing
Peter Owen & John Sutcliffe – Chapter 2 by Andy Penaluna
Thames and Hudson, London (1985)
ISBN 0-500-23448-5

Ongoing...

(With Bradley M. Look, Paramount Studios L.A.)

Working title “The History and Techniques of Make-up and Proesthetic design for the Movie Industry”.

Also contributed to:

VorisPhoto, Airbrushing for Modelers (Available on CD or in print)

Articles

Penaluna, A. (2009) Tomorrow’s entrepreneurs think way beyond most university courses. A University View, Western Mail, December 3.

Penaluna, A. & Penaluna, K (2008) ‘The Nature of Business is Changing’, A University View, Western Mail, March 20.

‘IP – know your rights’ Newdesign Magazine, 2008, Issue 59

UCCAS ‘Design your future’ Careers fair magazine. Introductory page

Newdesign Magazine, 2007, Issue 47

‘Redesigning the face of business and enterprise teaching a brief is emerging’

“Airbrush History Re-written: the Story of Liam” Art Scene International, TV Trend Verlag GmbH, Herten, Germany. Volume No. 06/04 (Trans: German,

French, Spanish, Italian, Portuguese and French). UK, US and Canada Feb. 2005
ISSN 1434 – 3223

“The Origins of the Airbrush”, Airbrush Art and Action, Medien Informationsdienst, Hoffman u. Partner KG, Herten, Germany and Paisano Pubs. Agoura Hills California USA
Volume No's; AA & A 03/97 May June (US, Canadian, UK, Australian, New Zealand, French, German, Flemish editions) pages 18-23.
ISSN 01-771357-113-002-05

“The 1885 Walkup Airbrush, Restored, Evaluated and Presented”, Airbrush Art and Action, Medien Informationsdienst, Hoffman u. Partner KG, Herten, Germany and Paisano Pubs. Agoura Hills California USA
Volume No's; AA & A 06/98 Nov/Dec (French, German, Flemish editions) pages 62-67.
ISSN 4-3980-36-308-501-06 AA & A Feb 1999 (US, Canadian, UK, Australian and New Zealand) pages 62-67. ISSN 1434 3223-1998

“Step by Step Jimi Hendrix”, Airbrush Art and Action, Medien Informationsdienst, Hoffman u. Partner KG, Herten, Germany
Volume No's; 01/97 ISSN 4-38036-308501-01 (US, Canadian, UK, Australian, New Zealand, French, German, Flemish editions) pages 46-53

Exhibitions

- 1997-2005
- 2005 – The Airbrush Show, Zurich, Switzerland.
 - 2004 – Finalist - Not the Turner Prize, Mall Galleries, London
 - 2003 - “Past Present and Future” 150 years of the Swansea School of Art, Deffett Francis Gallery, Swansea.
 - 2000 - "The Roots of Traditional Airbrush" (display & presentation). The Airbrush and Spray Art Show, Quark Conference Centre, Milan, Italy.
 - 1999 - "Trilogies". The Airbrush and Spray Art Show, Quark Conference Centre, Milan, Italy.
 - 1999 - "Step by Step". International Gallery of the International Airbrush Forum, Dortmund, Germany.
 - 1998 - "In Perspective", Gallery of the Canadian Airbrush Association, Ontario, Canada.
 - 1998 - "Selected Works" (display & presentation). Gallery of the International Airbrush Forum, Dortmund, Germany.
 - 1997 - "History of the Airbrush – Personal Works". International Airbrush Forum, Europhalle, Dortmund, Germany.
 - Yearly Co-ordinating exhibition at the New Designers, London
- 1985-1994
(outline only)
- National Graphics Exhibition Group, Olympia2, London.
 - Art Materials Exhibition (Demonstration Seminar), Business Design Centre, London.
 - Permanent Display of “Cutaway Illustrations”, British Motor Museum Heritage Centre, Warwickshire.
 - Artists and Illustrators Exhibition, Business Design Centre, London.