

HEDWIG M. HEERSCHOP - Photographer - Educator - Graphic designer - Printmaker - Curator

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Education

- 2010 **Master of Fine Arts - Concentration Photography**
San José State University, San José, CA.
- 2004 **Bachelor of Fine Arts - Concentration Photography, Cum Laude.**
San José State University, San José, CA.
- 1997-2001 **Associate Science Degree - Concentration Desktop publishing & Multi media,**
Cabrillo College, Aptos, CA.

Work Experience

- Current **Small Business Owner of "H" Hedwig's Images**
Program Coordinator, Center for Photographic Art, Carmel, CA
Exhibit Coordinator, Pajaro Valley Arts Council, Watsonville, CA
- 2014 **Co-Curator JE 2014 Juried Exhibition**, Center for Photographic Art, Carmel, CA
Juror Diane L. Daniels, Curator of Contemporary Art, Crocker Art Museum in Sacramento, CA
- 2013 **Lecturer Cabrillo Summer Arts**, Alternative Processes in Photographic Media
- 2013 **Co-Curator 8X10 Exhibition**, Center for Photographic Art, Carmel, CA
- 2012 **Adjunct Lecturer**, San José State University, CA
Alternative Processes in Photographic Media
- 2012 **Guest lecture, How to Make a Gumbichromate Print**, Historic Photo Processes Forum
Santa Cruz Museum of Art & History, Santa Cruz, CA
- 2012 **Teaching Assistant**, California State University Monterey Bay, CA
CSU Summer arts: Three Centuries of Photography, with Dan Estabrook, Holly Roberts and Dan Burkholder. Program Coordinator Prof. Brian Taylor
- 2012 **Guest Lecture, Workshop Create Your Own Fun Cyanotype Photogram**,
Pajaro Valley Arts Council, Watsonville CA. in conjunction with the
PHOTO ALCHEMY exhibit.
- 2012 **Curator & Catalog Designer**, Pajaro Valley Arts Council, Watsonville, CA
PHOTO ALCHEMY; *Alternative Processes in Photographic Media*
National call for Artists, 59 artists & 21 Alternative Processes
- 2012 **Guest lecture**, San José State University, CA
Alternative Processes in Photographic Media
- 2011 **Visiting Artist/Lecture, Life After Grad. School**, San José State University, CA
- 2011 **Adjunct Lecturer, Curator/Advisor**- San José State University, CA
Alternative Processes in Photographic Media
- 2011 **Teachers' Assistant**, San José State University, CA
Beginning B&W Photography
- 2010 **Guest Lecture Brian Taylor e3 Friends at Gallery 291**, San Francisco, CA
Overview of gum bichromate printing and its current use.
Guest lecture San José State University, CA
Alternative Processes in Photographic Media
- 2009 **Guest lecture** San José State University, CA
Advanced B&W
- 2008 **Adjunct Lecturer, Curator/Advisor** - San José State University, CA
Alternative Processes in Photographic Media
- 2008 **Guest lecture** Stanford University, Palo Alto, CA
Digital photography, Prof. Bob Dawson
- 2004-2007 **Guest lectures / Teachers' Assistant, Curator/Advisor** - San José State
University, CA. Alternative Processes in Photographic Media,
Intermediate Black & White Photography, Image & Idea.
Special studies lecture, Private Studio La Selva Beach, CA

2005 Alternative Photo Processes, Cabrillo College, Aptos, CA
Translation from Dutch to English, for Ms. Carolyn Burke
Letter written by a Dutch prisoner to Lee Miller.
Biography: *Lee Miller, A Life*, by Ms. Carolyn Burke, P.412

Selected Solo Exhibitions

2013 *Winter in Holland*, Santa Cruz Art League, Lobby Exhibit, *Santa Cruz, CA*
2011 *First Friday Santa Cruz, CA - Montmartre, Paris e³ The Netherlands*,
Le Salon Cruz, Santa Cruz, CA
2010 *For Queen e³ Country*, San José State University, San José, CA
Master of Fine Arts Thesis Exhibition, Mixed Media
2009 *The Patrols of the Innocent*, San José State University, San José, CA
Advancement to Candidacy, Mixed Media
2008 *Retrospective*. San José State University, San José, CA
The Netherlands, The Diversity Center of Santa Cruz, Santa Cruz, CA
2006-2007 *Montmartre, Paris e³ The Netherlands*, San José State University, CA
2004-2006 *Art on Display*, Soquel Creek Water District, Soquel, CA
2003-2005 *Open Studios Art Tour*. Cultural Council, Santa Cruz, CA
2005 *Made in Holland*, International Fotofestival, Foto OFF Festival,
Naarden, The Netherlands.
2004 *The Netherlands*, San José State University, CA
Bachelor of Fine Arts Exhibition

Selected Group Exhibitions

2014 *Take Aways: Art To Go!* Fundrasing Exhibit Pajaro Valley Arts Council, Watsonville, CA
2013 *Local Essence Members' Exhibit*, Santa Cruz Art League, Santa Cruz, CA
Luck of the Draw, Auction-Fundraiser Exhibit, Santa Cruz Art League, Santa Cruz, CA
Mi Casa es Tu Casa 2013: Passages, Pajaro Valley Arts Council, Watsonville, CA
AgriCulture: Land e³ People, Pajaro Valley Arts Council, Watsonville, CA
Grand Opening Exhibit, Open Ground Studios, Seaside, CA
PHOTO ID - "Genes To Jeans", Museum of Art & History MAH, Santa Cruz, CA
Printmakers Hedwig M. Heerschop e³ Jane Gregorius, Featured Artists PATT
Printmakers at the Tannery, Santa Cruz, CA
12x12x12 Exhibition, Cabrillo College Arts Gallery, Aptos, CA
Myths, Lies e³ Legends, MPC Printmakers, Felix Kulpa Gallery, Santa Cruz, CA
Sleight of Hand, Fundrasing Exhibit Pajaro Valley Arts Council, Watsonville, CA
2012 *Monterey Bay; Land, Air e³ Sea*, Pajaro Valley Arts Council, Watsonville, CA
2012 *Collective 2012 - Interior Monologues: Views into the Artist's Mind*, Pajaro Valley Arts Council,
Watsonville, CA
2012 *Juried Exhibition*, Center for Photographic Art, Carmel, CA
Jurors: Brian Taylor & Bryan Yedinak
2011 *Art Show - Coming Home Project, 11-11-11 Benefit, A Day To Honor All Veterans*,
Freight & Salvage Coffeehouse, Berkeley, CA. Donation Artwork.
2011 *Mix It Up, Multimedia Exhibit* Santa Cruz Art League, Santa Cruz, CA
2011 *Multiples: Variations on a Theme, Members Exhibit*, Pajaro Valley Arts Council,
Watsonville, CA
2011 *Local Essence, Parts I e³ II*, Santa Cruz Art League, Santa Cruz, CA
2011 *Silent Auction*, WORKS/San José Art Gallery, CA
2010 *de Young Art College Night*, de Young Museum, San Francisco, CA
2009 *5th. Annual Alternative Processes Competition*, SOHO Photo Gallery,
New York, NY
Breaking Boundaries, International Photography Festival, Pingyao, China.
Spot-On, A New Exhibit, Backwater Art Gallery, San José, CA
2008 *Snap to Grid*, Los Angeles Center for Digital Art, Los Angeles, CA
2006-2007 *Light*, San José State University, CA
Exemplary Contemporary, Eloise Pickard Smith Gallery, Cowell College,

University of California, Santa Cruz, CA
Flux, WORKS/San José Art Gallery, CA
 2003-2005 *Make a Bid For Freedom of Expression!* WORKS/San José Art Gallery, CA
Works by 65 California Artists. Biennial Monterey Museum of Art, CA
Printmaking, an exhibition celebrating the etchings of a New Year; Michaelangelo Gallery and
 Art Studios, Santa Cruz, CA
Holland in Winter, OFF-Foto Festival, Naarden, The Netherlands.
The Netherlands, Santa Cruz County Government Center, CA
Preview Exhibit, Open Studio's Art Tour; Santa Cruz, CA
Pride in Diversity, Phantom Gallery, San José, CA
Homage To my Father, San José State University, CA
 2000 *Lens Crafted, Digital Images*, Aptos Coffee Roasting Company, CA
 Cabrillo College, Aptos, CA. Instructor Ted Orland.

Awards & Scholarships

2009-2010 School of Art & Design Scholarship and Award,
 Photography Scholarship, San Jose State University, CA
 2007 School of Art & Design Scholarship and Award,
 Photography Scholarship, San Jose State University, CA
 2006-2007 Sponsor Ms. Ph. Hummel, Soquel, CA
 2005 Dean's Scholar, San José State University, CA
 2004 School of Art & Design Scholarship and Award,
 Photography Scholarship, San Jose State University, CA
 President's Scholar, San José State University, CA
 2001 Jerry Gumeson Memorial Scholarship.
 Dr. Garrett C. and Ruth M. Nichols Endowed Scholarship.
 1999 Lucille Millsted Memorial Scholarship
 Santa Cruz Watercolor Society Award Scholarship.

Professional Memberships

2012- MAH Museum of Art & History, Santa Cruz, CA
 2010- Center For Photographic Art, Carmel, CA
 Gallery Committee/Member at Pajaro Valley Art Council, Watsonville, CA
 Board of Directors/Member at Santa Cruz Art League, Santa Cruz, CA
 2009- Lucie Foundation, Los Angeles, CA
 Fine Arts Museums of San Francisco - de Young - Legion of Honor
 Photo Lucida, Portland, OR
 2008- The Center for Fine Art Photography, Fort Collins, CO

Reviews and Articles

2013 APTOS LIFE, Aptos, CA *Artist Profile*, September, 2012
 2012 SANTA CRUZ SENTINEL, Santa Cruz, CA July 13, 2012
 "DIY: Injecting Creativity Into Your Life and Work." Digital Edition
 2012 REGISTER - PAJARONIAN, Watsonville, CA June 14, 2012
 "Taking Photos Without A Camera." P.B1, P.B3 plus Digital Ed. June 14, 2012
 2012 REGISTER - PAJARONIAN, Watsonville, CA May 3, 2012
 "Exploring Alternative Processes." P.B1, P.B2 plus Digital Ed. May 4, 2012
 2008 SPARTAN DAILY, San José State University, CA November 19, 2008
 "Everything from napkins to hotdogs utilized in "not your typical art show"." P.1 P.3
 2007 SPARTAN DAILY, San José State University, CA
 "Art Takes on a New Light." Digital Edition, December 5, 2007
 2005 REGISTER - PAJARONIAN, Watsonville, CA January 13, 2005
 "New Year Brings New Art to Local Area." P. 11
 2004 POINT Newspaper, the alternative voice of northern California,
 June 5, 2004. "Pride in Diversity." P.6
 2000 SANTA CRUZ SENTINEL, CA April 16, 2000, "Cabrillo College Students Create

High-Tech Art with Computers and Photographs." P.C1

Books Published

2010

Voor Koningin en Vaderland - For Queen and Country;

A culminating exhibition for the master of Fine Arts Degree. 158 Pages.

Published by Hedwig M. Heerschop, Santa Cruz, CA. September 30, 2010

Voor Koningin en Vaderland; Herinneringen van mijn vader tijdens zijn verblijf als dienstplichtig militair in Nederlands-Indië, 1947-1950. 154 Pages.

Published by Hedwig M. Heerschop, Santa Cruz, CA September 27, 2010

For Queen and Country; Memoirs of my Father during his stay as a conscript in The Dutch East Indies, 1947-1950. 152 Pages.

Published by Hedwig M. Heerschop, Santa Cruz, CA May 04, 2010