



Personal Profile

Name: 喻可 Joke (Drs. Johanna Maria) Noordstrand

Education University of Groningen, The Netherlands
Doctoraal (master) contemporary history (1986)

Work experience

- Acquisition editor Wolters Kluwer (1989 – 1994)
- History and Dutch literature teacher
Lyceum Sancta Maria Haarlem (2002 – 2008).
- Editor in chief VGNKleio
Kleio is a professional magazine of VGN (Association for Teachers of History and Government in the Netherlands)
www.vgnkleio.nl (2002 - 2013)
- Publisher/editor in chief of textbooks, mainly
Malmberg Publishing (Sanoma),
Wolters Noordhoff Publishing

Website: www.jokenoordstrand.com

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Exhibitions

Solo exhibitions

- 2021, June/August, *Expo Bypike*, Abcoude, Netherlands
- 2022, 11-13 January, *De Sokkel*, **SMAK City Museum of Modern Art**, Gent, Belgium
- 2022, October/November, Rhizom *Earlier Times* Pakhus Galeriet Nykøbing Sj., Denmark
- 2024, January, *Female Shelters*, Slátturhúsið Art Center, Egilsstaðir, Iceland
- 2025, 26th November, *Female Touch*, Taoxichuan Art Center, Jingdezhen, China
- 2026, 7-17th August, *Jumping*, Studio Visje, Amsterdam
- 2026/2027, Winter/Early Spring, *Women in history*, **Museum of contemporary Art**, Songzhuang Art Gallery, Beijing China.

Group exhibitions

- 2020, *Zomerexpositie* Gallery Bloemendaal;
- 2020, *De groene eeuw, Ooit is nu*, Gallery Zocherlounge Bloemendaal;
- 2022, June, *Zomerexpositie* Dorpskerk Grootchermer;
- 2022, September/October, Rhizom *Relation*, Pakhus Galeriet Nykøbing Sj., Denmark;
- 2022, November, *Kunstlijn*, Gallery De Zout Haarlem;
- 2023, June, Zocherlounge Bloemendaal;
- 2023, November, *Illuminations*, with Christopher Taylor, Slátturhúsið Art Center, Egilsstaðir Iceland;
- 2024, August, *Collectief de Zout in de Stad*, Amsterdam
- 2024 Permanent collection JCU, exhibited by Jingdezhen Ceramic University International Studio, China;
- 2024, December-March 2025 *She Power in Ceramic Art* exhibition, **JCU Museum**, Jingdezhen, China;
- 2025, April-May, Exhibition *Made in Jingdezhen*, with Gabriele Künne, Sunbin Lim, Zhao Lin, Song Zhifeng, Feli Arnd, at Axel Obiger Art Gallery, Berlin, Mitte, Germany;
- 2025, July-Aug., Gallery de Zout, *Nieuwe Buren*, Haarlem.
- 2025, 18-22 Oct, CJICE, 2025 China Jingdezhen International Ceramic Expo.
- 2025, Nov-Dec, **International Ceramic Art Village Museum** San Bao, *Likeness and Unlikeness*, Jingdezhen, China.
- 2025-2026, 26th Dec.- 26th March. *Tang Style & Xing Charm*, **Xingtai Museum**, Xingtai, district Hebei, China.
- 2026, 1-14 June, *Reykjavik Arts Festival*, *Listahátíð, The Fish Factory: A Retrospective*, Reykjavik Iceland.
- 2026, 15 June – 31 August, *A Retrospective*, Fish Factory, Stöðvarfjörður, Iceland.

Artist in Residence

-2021, June-August, AiR Le Maupas France
Mycelium, experimenting techniques and size.

-2022, 15th August -16th November, AiR Kunstkollektivet 8B
Unnerud, Denmark, *Danish women in early history*
Grant: Theodora Versteegh Stichting

-2023 26th September-December, AiR Fish Factory,
Stöðvarfjörður, Iceland, *Oral history, 3 generations women*
Grant: Stichting Van Achterbergh Domhof

-2024, September-November, AiR JCUIIS-studio, Jingdezhen
Ceramic University, China, *Chinese women in history*
Expenses covered by JDZ Ceramic University

-2025 18th September-2nd December, AiR Taoxichuan Art
Center, Residency JDZ-Ceramics, Jingdezhen, China,
Women of Jingdezhen in history
Grant: Stichting Van Achterbergh Domhof

Collections

-2022, Collection Molly J.F. Caldwell, *Esker Foundation*
Calgary, Canada

-2024, Collection *Jingdezhen Ceramic University (JCU)*
Jingdezhen, China.

-2025, Collection *Eryi Gallery*, Xiaobao Village,
Songzhuang town, Tongzhou District, Beijing, China

-2025, Collection *Towyl Cultural Development Co,*
Taoxichuan Art Center, Jingdezhen, China.

-2025, Collection *Jingdezhen Sanbao International*
Ceramic Art Village Museum, China

-2026 Collection *Xi'an Academy of Fine Arts, China*

Art & ceramic education

-2019: Orientation Year KABK, Den Haag;

-2019-2021: Kunstacademie Haarlem Leiden;

-2018-2023: Artsy guided by Artless Amsterdam

-2023 Ceramics: Bastienne Kramer.

Media

-**Haarlem nieuws**, *Harmonie en dissonant in de kunst*, 31 Augustus 2021.

-**Klei Keramiek magazine**, Barbara Bunschoek, *Joke Noordstrand, Van inspiratie tot creatie*, Sept./Oktober 2022.

-**Odsherred**, Stefan Andreasen, *Otte Odsherred-byer skal have eget tøj-design*, 16th September 2022.

-**Odsherred**, Stefan Andreasen, *Keramik-kunst: Skulpturer inspireret af Danmarks fortid*, 13th Oktober 2022.

-Galerie Bloemendaal online, <https://Bloemendaal.nieuws.nl/gemeente/46719>, 24-6-2023.

-By Vid Levar: <https://inhere.is/2024/02/joke-noordstrand/>, 16-2-2024.

- **JCUIS**//国际陶艺工作室开展陶瓷文化考察活动 movie, Autumn 2024, February 2025

<https://mp.weixin.qq.com/s/nTpjoySca16Wc-lzpYG9-w>

<https://mp.weixin.qq.com/s/DZ4BWg3pvC14YgVVcs1ebw>

-**Broadcast television Beijing**: Documentary about our life at JCUIS, February 2025, different canals like the Russian State television.

官网 <https://russian.cgtn.com/news/2025-03-09/1898532913221410818/index.html>

优兔 <https://youtu.be/A9yiT7eKgkU>

中俄头条接触网：https://vk.com/wall-29233152_280288

-**Magazine Ceramics Now**, by Eric Tschernow, <https://www.ceramicsnow.org/exhibitions/made-in-jingdezhen-at-axel-obiger-berlin/> 13th May 2025.

-**Radio Haarlem 105**, by Ellen Stamer, interview Joke Noordstrand, Marianne Blijdestijn:

<https://haarlem105.nl/pop-up-galerie-de-zout-opent-expositie-nieuwe-buren-in-de-grote-houtstraat/>
21th July 2025.

-**Lecture Joke Noordstrand: Female Touch**, 19th November 16.30 hours, second floor building S3 multimedia room Taoxichuan Jingdezhen, China 2025.

-**CCTV-news** February 2026 Reporter Zhuang Yuanxin: Desire to go home during the Spring Festival:

https://contentstatic.cctvnews.cctv.com/snowbook/index.html?item_id=5595789597097851343&toc_style_id=feeds_default&track_id=61B3D99F-C843-443D-9FE4-F292BA3B8228_792402330119&share_to=wechat_timeline

-**Lecture Joke Noordstrand, Journey through clay**, 15th May 10.00 hours, room 3-105 Xi'an Academy of Fine Arts, Xi'an China 2026.

Company

Educatieve Uitgeefservice/Noordstrand Educatief
Eenmanszaak gespecialiseerd in projectmanagement
educatieve uitgaven (1994 – heden)



Brandaan, Malmberg, geschiedenismethode basisonderwijs

Saga - genomineerd!

Innovatie Awards juryprijs.



Saga, Blink Uitgevers, digitale geschiedenismethode voortgezet onderwijs

Projects Educatieve Uitgeefservice

(Malmberg 2023) Consultant conceptontwikkeling methode mens/maatschappij basisonderwijs

Malmberg (2015-2022) Leerlijnauteur herziening Brandaan, geschiedenis methode basisonderwijs
Educatieve prijs EU: **Comenius EduMedia Siegel 2018**

Malmberg (2013-2014, en 2018-2022) Eindredactie/ auteur Dilemma, methode maatschappijleer bovenbouw havo/vwo

Blink Uitgevers (2015-2017)
Hoofdredacteur, Saga, digitale geschiedenis methode voortgezet onderwijs
Educatieve prijs EU: **Comenius EduMedia Siegel 2018, Innovatie Awards juryprijs NOT 2019**

Malmberg (2011/12)
Adviseur, Argus Clou, geschiedenis methode basisonderwijs

Malmberg (2007-2009, 2011-2012)
1. Eindredactie GaMMA, M&M vmbo/havo/vwo.
(Auteursmanagement ca. 20 auteurs)
2. Eindredactie herziening GaMMA
(Methode Mens & Maatschappij voortgezet onderwijs)

Noordhoff Uitgevers (2010-2011) Projectmanagement herziening methode maatschappijleer Impuls-vmbo

Malmberg (2006 – 2007) Projectmanagement Studiehulp gammavakken, genomineerd
NOT-innovatieprijs (2006-2007) (digitaal leerling managementsysteem)

NijghVersluys (2004 - 2005)
M&M Novo 2004, **Experimenten Leermiddelen vo**
(ontwikkelen experimenteel lesmateriaal elektronische leeromgeving).

Bekadidact (2003 – 2004)
Projectmanagement herziening Taalleerland basisonderwijs

EPN Zorg & Welzijn-vmbo (1997 – 2001)
Uitgever methoden verzorging, consumptief en gezondheidskunde vmbo

Lansa Publishing, (1995 – 1997), Uitgever/red., fonds Cap Gemini

Publications

Auteur *Dilemma*, methode maatschappijleer bovenbouw havo/vwo, Malmberg Uitgevers, Den Bosch, 2014, 2019.

De Jong, B.T. en Noordstrand, J.M., *Impuls, Politiek & Beleid*, Noordhoff Uitgevers, Groningen, 2011.

Auteur geschiedenis methode *Bronnen*, EPN, Houten, 2003. (lots of titles)

Noordstrand, Joke en Wijne, Johan, *Tijdlijnen, een beknopt historisch overzicht*, Wolters Noordhoff, Groningen, 1988.

Articles

Kleio, Intermediair, Internationale Spectator, Praxis