

Visual Artists and Collaboration between Arts and Business

Through a diverse selection of international case studies, “Artful Creation” examines, describes and illustrates how the Arts can bring forth new learning opportunities in business environments.



Lotte Darsø

MA in Social Psychology

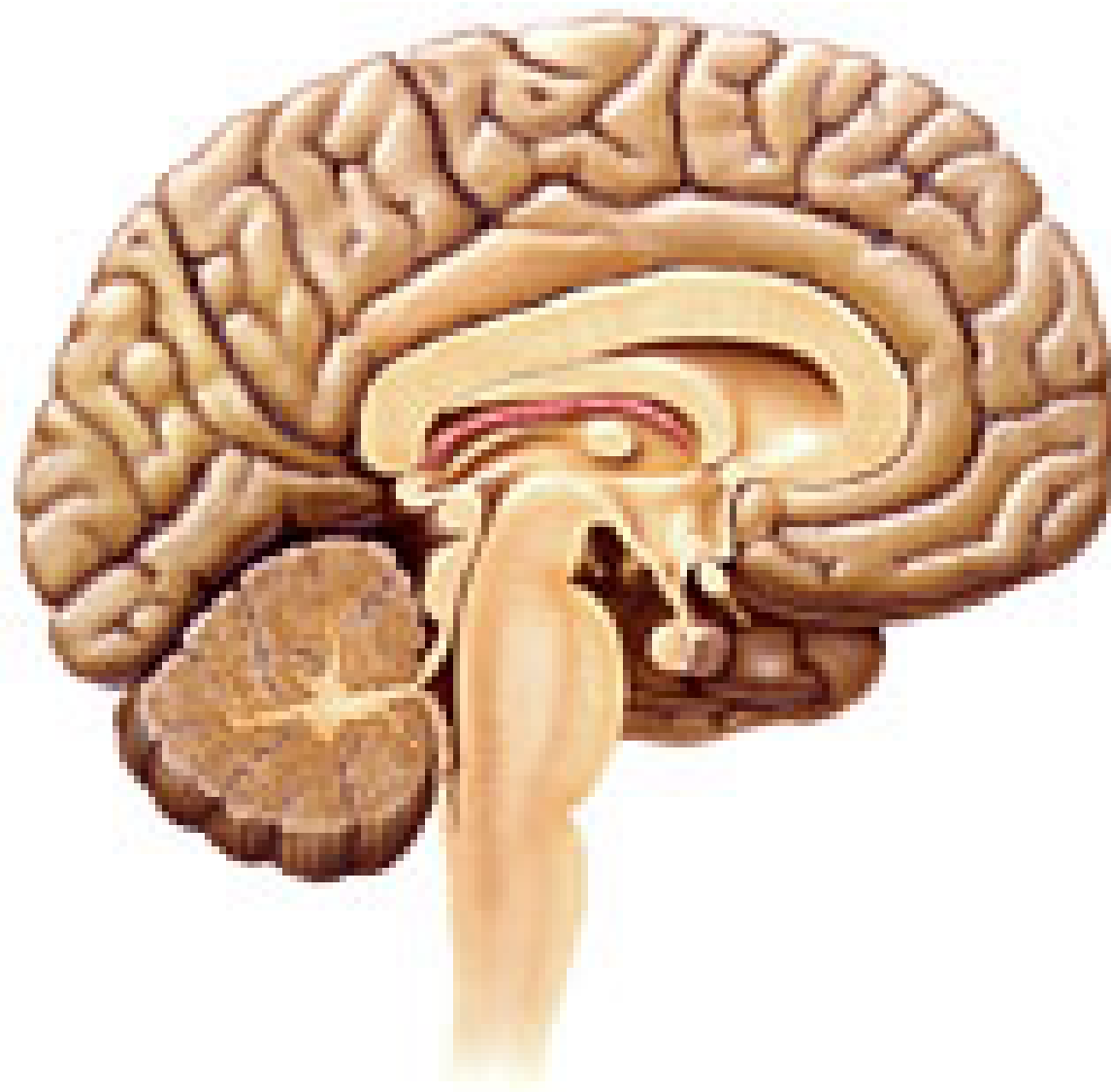
PhD in Innovation

**Associate Professor and Program
Director of LAICS Master in innovation
(www.laics.net)**

Email: LDA@dpu.dk

Lotte Darsø, PhD

**Why are visuals so
powerful?**



Lotte Darsø, PhD

About the Brain

- **95% of our thinking is non-conscious**
- **At the non-conscious neuron-level we “see” in pictures**
- **App. 50 – 75% of the brain is comprised of neurons devoted to processing visual stimuli**

Processes of the two brain hemispheres

Left hemisphere

Sequential thinking

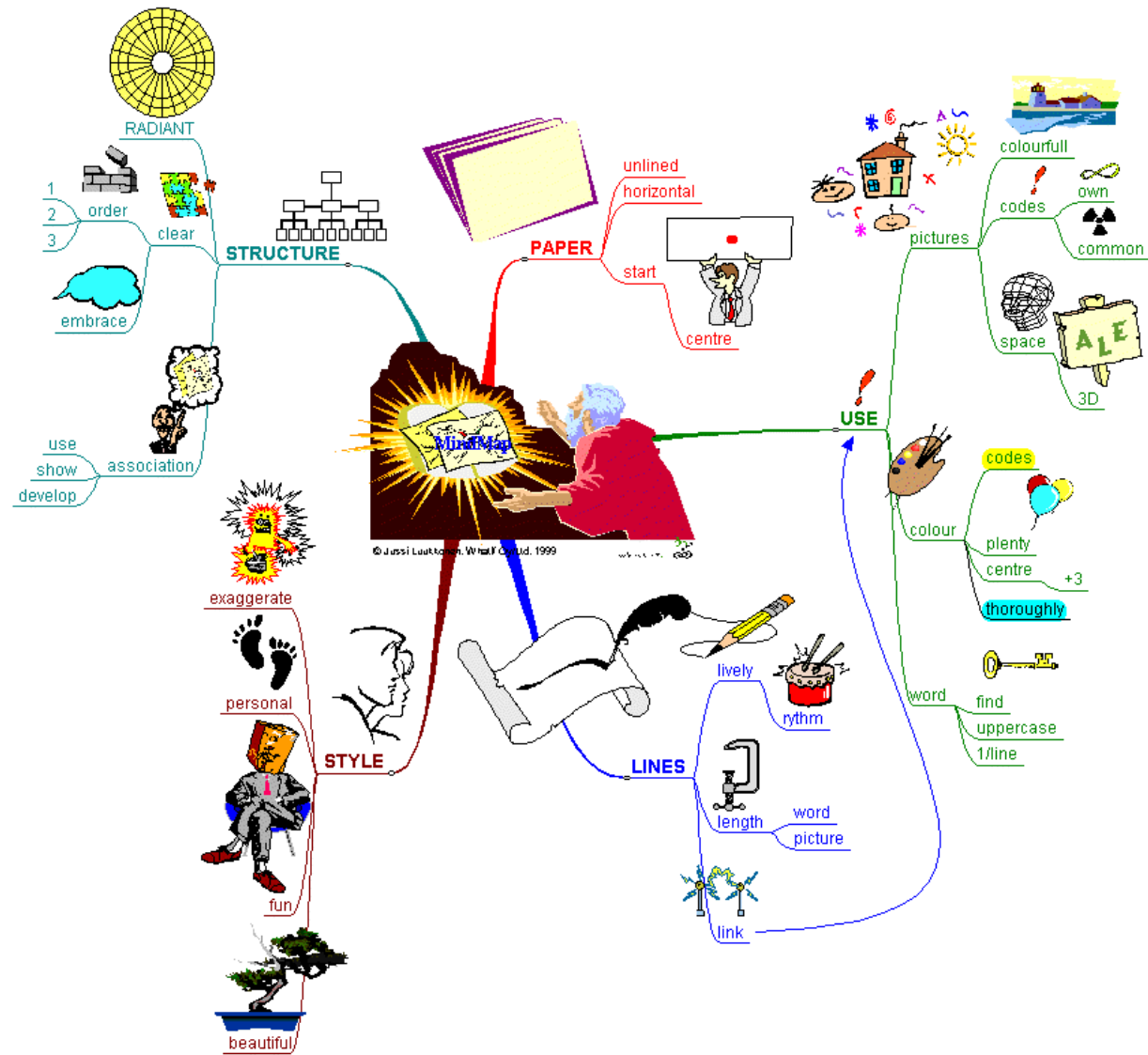
- Words
- Logic
- Numbers
- Sequence
- Analysis
- Lists

Right hemisphere

Holistic thinking

- Rhythm
- Spatial dimension
- Gestalt (holism)
- Fantasy
- Daydreams
- Colors

Mind Map



Lotte Darsø, PhD

I believe what eye believes

Eye believes what I believe

Inattentional Blindness

“We can therefore be blinded by what we know. We can be blinded by our expertise, our mindsets, filters, paradigms, beliefs, orthodoxies, and rules of engagement, many of which we are not conscious or aware of. We are blind to what *we don’t know we don’t know.*”

Heemsbergen (2004):

The Leader’s Brain: How are you using the other 95% (p. ix)

Research project Arts-in-Business

**In what ways can business
learn from the Arts...?**

What can be learned...?



**What kind of learning
takes place...?**

**What are the barriers
for genuine learning...?**

Lotte Darsø, PhD

“Catalyst” at Unilever UK as an example of a Creative Alliance

- **Using the Arts as strategic processes of organizational transformation**
- **The Arts: theatre, music, literature, fine arts, poetry, drawing, photography, etc.**
- **Translating business challenges into artistic processes**
- **Mentorships between business and arts**

The use of Arts-in-Business

- 1. Decoration only**
- 2. Entertainment, ‘Artists-in-Residence’ and ‘fringe benefits’**
- 3. Arts as specific tools: e.g. training, communication, teambuilding, competence development**
- 4. Strategic process of transformation**

Chairman of Unilever Fabergé, London, Keith Weed says:

”At the end of the day, I am a hard-nosed businessman who wants to sell more washing powder. This is not a soft issue, it’s a very hard issue of how you motivate and inspire people. We are a mass-market consumer goods company. We sell more than a million and a half units a day. And if I didn’t think this programme was pulling its weight I would cut it in a second.”

Innovation Alliances 2004

- **A collaboration between NyX (Forum for Culture & Business), Tuborg Foundation and four Danish regions**
- **19 artists & 19 business for 19 days**
- **Businesses define a challenge within marketing, strategy or product development**
- **Artists help them solve it through their art and artistic process**
- **Example: Quilts of Denmark with Karsten Auerbach, a visual artist**

The Innovation Alliance between Quilts of Denmark and artist Karsten Auerbach

The challenge:

- The challenge was to create Quilts of Denmark's own identity
- To create a story that was 'true' to
 - Company history
 - Company values
 - Company vision

The Innovation Alliance between Quilts of Denmark and artist Karsten Auerbach

Artist's approach:

- Exhibition of paintings in the company
- Individual choice of painting, which reflects the identity of the company
- Painting workshop for all employees
- Artist studio in the company
- Collecting brochures from competitors
- Selecting three categories for Quilts of Denmark identity: innovative, good sleep and morning fresh

Lotte Darsø, PhD

The Innovation Alliance between Quilts of Denmark and artist Karsten Auerbach



Results:

- Have identified and visualized the identity of the company through an artistic dialogue
- Through an analysis of the visual language of their competitors Quilts management have clarified how identity can be built into their products and their functions
- Better marketing in relation to differentiating themselves from other producers of quilts
- Art event in Magasin department store with 'live' painting of sleeping people - and quilts floating between the floors

The Innovation Alliance between Quilts of Denmark and artist Karsten Auerbach

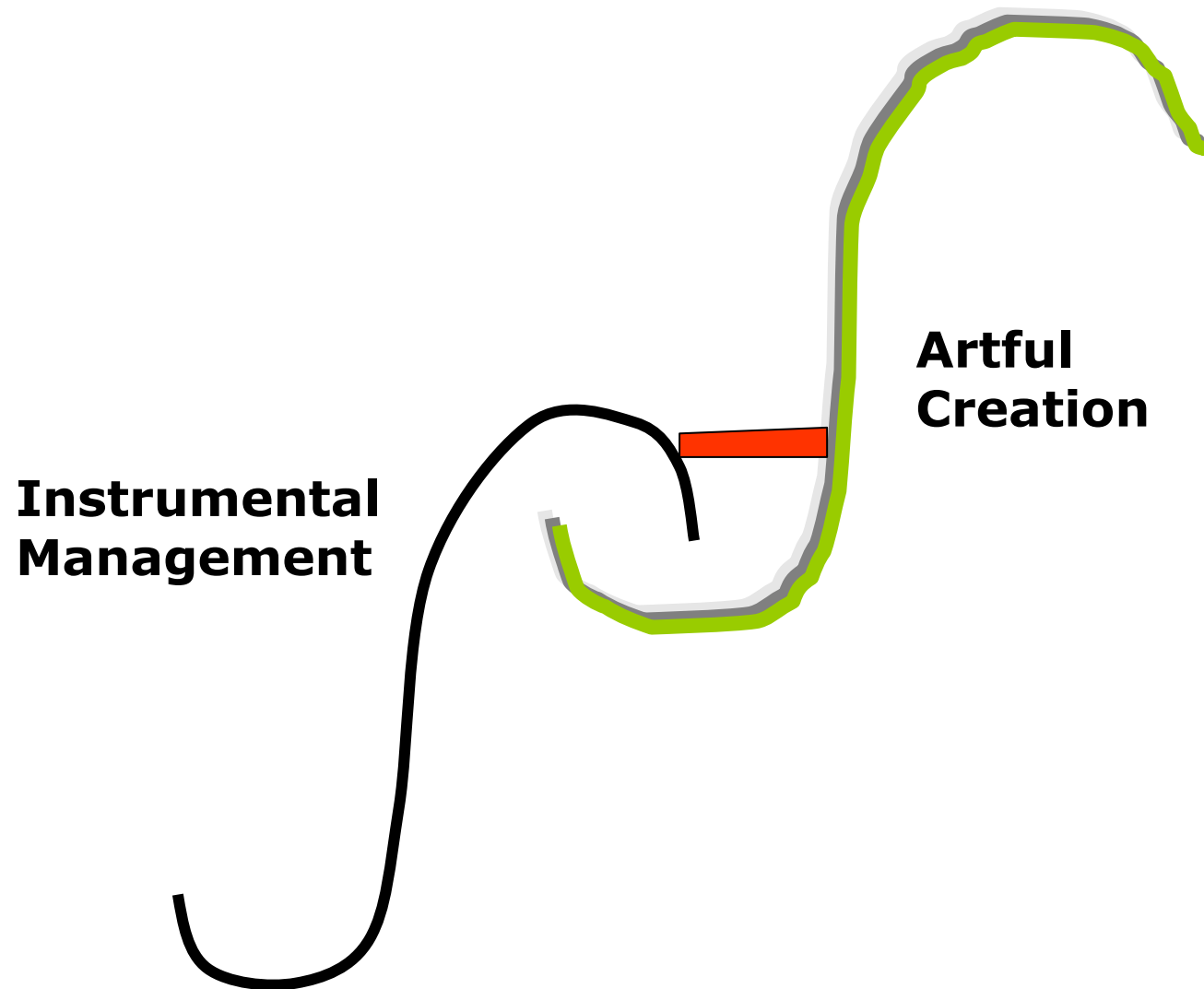


"As a visual artist I can help people to think visually and to communicate in visual language. For me visual form is a language and a way of knowing – not necessarily "Art" with a capital A."

The value of Creative Alliances between Arts & Business

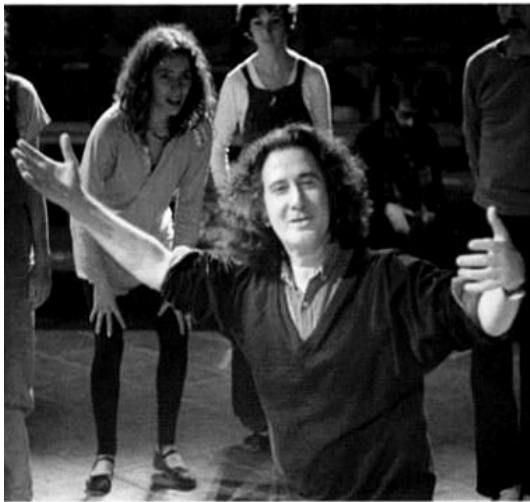
- **Enrichment**
- **Energy**
- **Inspiration**
- **Constructive disturbance**
- **Change and renewal**
- **Innovation**
- **Good stories**
- **Learning**

The death and birth of paradigms



Lotte Darsø, PhD

Artful Creation



Augusto Boal

Business with Purpose:

- **Experiences and Community**
- **Creativity and relations**
- **HC: Human Competencies**
- **What can be experienced/felt**
- **Head, heart, body and spirit**