Why corporate? Why Art?
One day every entrepreneur started out with a vision:
To transfer an idea,
To realize a patent
There was a drive to success...
usw.
and he was obsessed, fixated
Entrepreneurs are like artists. Yes they are artists....

Many business foundations were prompted by:
- The mood of new beginnings:
  The post-war years
- Technology
  Polymers
  Data processing
  Internet
  Telecommunication
  Logistics

Different motivating factors lie behind individual desires
Henry Ford (Ford Motor Comp);
Bill Gates (Microsoft Corp.);
Larry Page und Sergey Brin (Google)
Dieter Specht und Hans vom Stein (Interroll)

It was an Intuition
An inner drive
for power,
for growth,
achieve more,
to make more profit –
perhaps to gain power,
recognition or even personal satisfaction.
A good thing?
The one who has success, will be driven to more success!

Are your key people so motivated as the first entrepreneurs?
Entrepreneurs can not be cloned.
Today we need:
- New products,
- New production methods,
- New Markets
- Speed,
- Transfer power,
- World wide marketing

New ideas are needed everywhere!

Young entrepreneurs are missing for new ideas
» in development,
» in production,
» in marketing,
» in service
» and everywhere.

- How to motivate?
- How to improve creativity?
- How get them to take responsibility?
- How to transfer the leading ability?
- To get them act independent?
-as Entrepreneurs?
Managing key people must learn
- to see,
- to consider,
- to listen,
- to develop,
- to create,
- and to act as individuals.

Required is the inner attitude, the spiritual mood.

Can Art help?
- Look at an artist:
  - He works – mostly – alone
    • using his material,
    • his tools,
    • his colors,
  - Or in the music
    • his instruments
    • his voice.
  - He develops, plans, designs, forms, executes, produces, creates, studies, finances, trades, builds up relations, exhibits and performs a kind of marketing.

All in one Person!

Business can learn from art.

Creativity is the key.

Without creativity and innovation a company has no future!

Surely every company employee can learn a lesson from art.

Who is more creative as an artist?

Invite an artist.
Discuss
his Ideas
his motivation
the product design
alternatives

Only the one who is enthusiastic has success.

Each artwork is something unique, which never existed before, a pilot project – in fact

Artists are constantly
- watching and thinking,
- developing ideas in their heads.
- willing to experiment,
- create new ideas
- refine and expand all the time.
- Successful artists move quickly
- They work tirelessly, eager to see – to experience the finished creation as soon as possible.
- Have they succeeded?
- Does it live up to their expectations?

What kind of manager thinks like this? ?

Is it possible that art – by which I mean an object hanging or on show in a room – can initiate, influence or change anything?
An artwork is something new, different, colorful, in a different form, a certain emotional shape, contrast of light and dark, strong pastel tones etc.

An artwork stimulates and puts the viewer in
- cheerful,
- excited,
- calm or
- pensive mood.

Art, especially of the modern and abstract variety, can inspire us to create and innovate.

Where to place art?
- offices
- conference rooms
- entrance hall
- canteen
- production (wall paintings)
- garden /park
- events / seminars
- exhibitions
- advertising
- annual report (Interroll 05)

...and you can support artists

(Prof. Meyer)

Processing art means
- new awareness of life,
- interesting surroundings,
- fascination in forms und colors,
- resonates with warmth and power,
- unleash our emotions,
- heighten our senses,
- generate a sense of freedom,
- release from our working routines,
- increase our self-awareness
- becomes stimulated

A wall without artwork is a blank space!

It is not enough to view art in a museum or gallery or friend's house.

Possessing art
brings us into
- daily contact with art,
- in the working environment
- and at home.

Owners of art are the fortunate ones
... Remember:
• Art can be amortized like any other investment.
• Art is something you can view every day, unlike shares or bonds.
• Art never ages, unlike machines or tools.
• Art retains (and increases) its value.
• Art is never a poor investment, a flop, like a new innovation can be.
• Those who promote art contribute to the promotion of culture and the general public.
• Art is a public relations exercise.
Promotion of art is an element of social responsibility.

Why Art + Spirit?
- This is the spiritual part, the soul, the religion of the corporate culture.
- A company must have a soul and a heart.
- Many managers work with the realistic, the fast tangible the logic.
- An artist works more emotional, which represents the culture of the corporation –
- Also artists work out of the soul,
- more spiritual, irrational, intuitive – but still efficient and creative...
- Managers should manage their companies and divisions more with spirit, with the soul and the heart...
- In this way more ideas will be born...
- And sparks and spirit will spring over to customer, markets, consumers .
- As art fills collectors and art owners with enthusiasm....

ART + SPIRIT
Ivo Soldini
+ CORPORATE ART