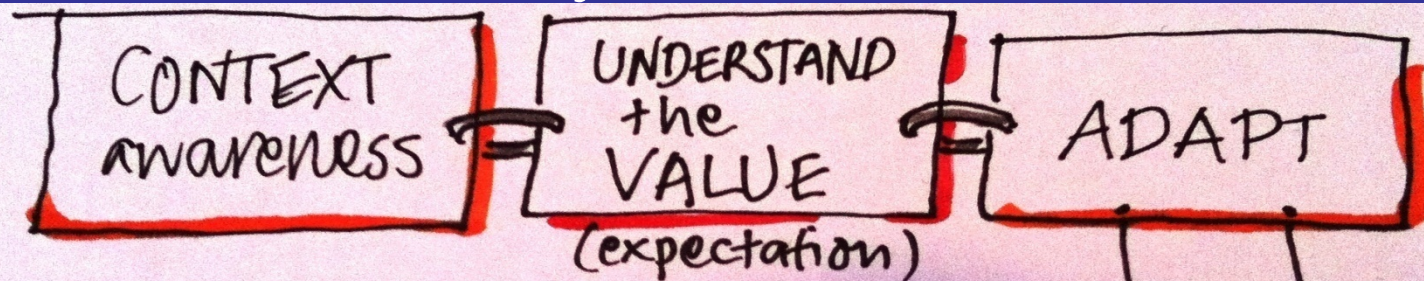


Exploring the links between the Arts and Business: insights for creative-based education

Professor Giovanni Schiuma

*Innovation Insights Hub
University of the Arts London*



The
(VALUE of) **Art** (S)
in/of **Business**



Bridging the gap between arts and business

*Arts-based Management:
A discipline to understand what
arts can 'teach' to business*



**Organizations can learn how
to innovate by.....**

ual: university
of the arts
london



**Working at the intersection
of the arts and business**

The WHY, WHAT and HOW arts can contribute to organisational learning and development

WHY

WHAT

HOW

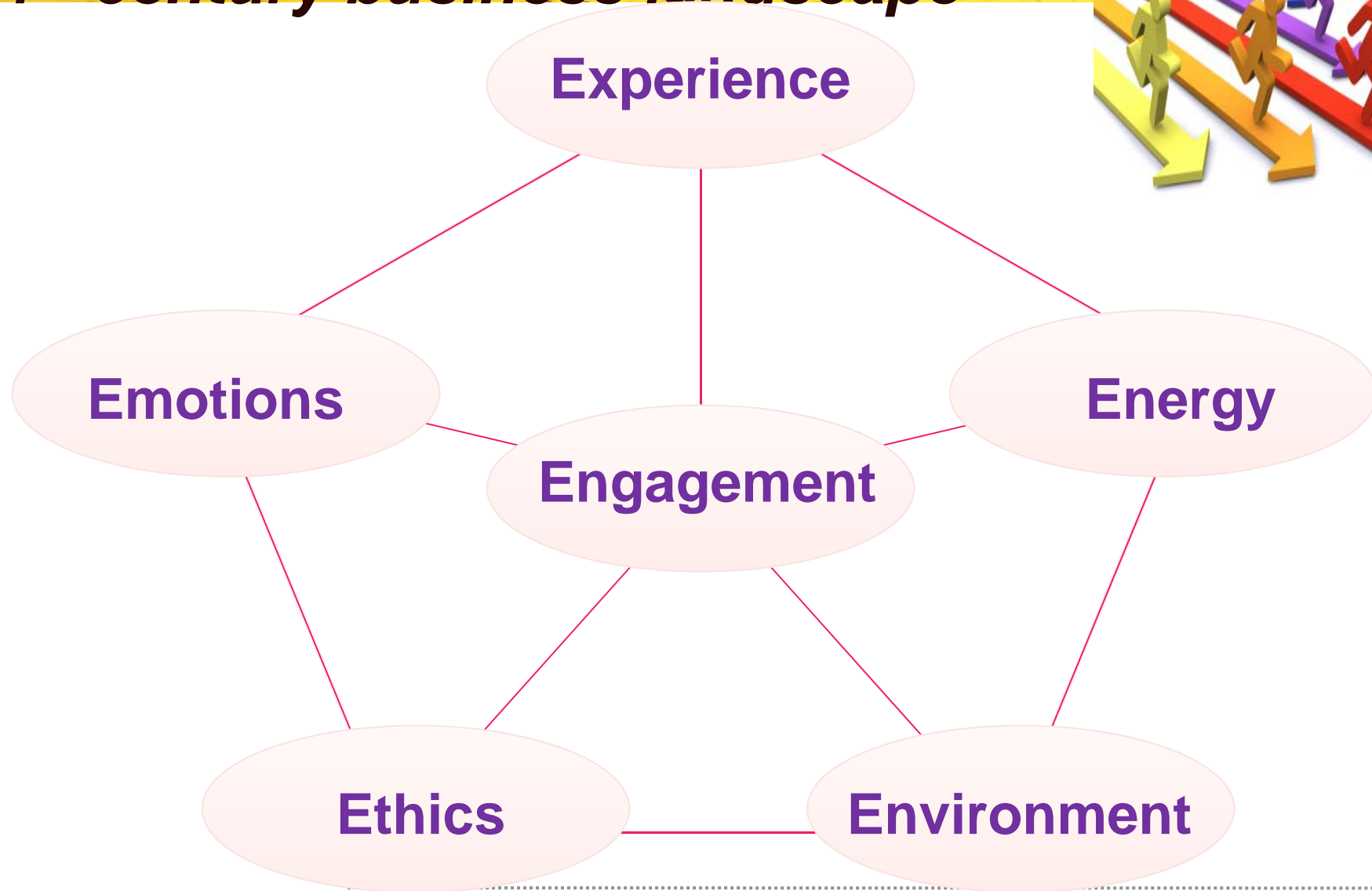
Why do organisations need the arts?



The relevance of the arts is related to new management and business imperatives....



The model of 6Es for excellence in 21st century business landscape

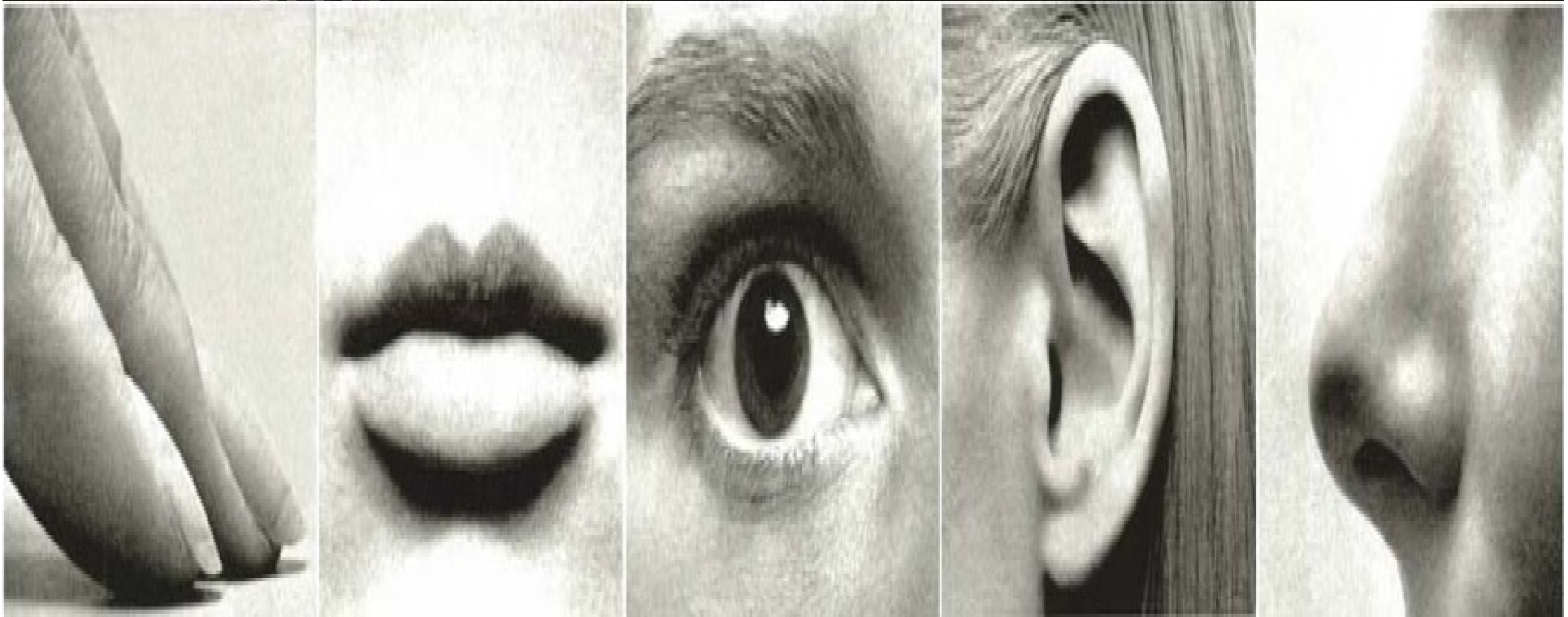


Explaining the role of the Arts



What does it mean the arts in business?

Managing aesthetic organisational dimensions to shape the new organisational competence and to handle the 6Es



The role of the arts....

The background features a complex, multi-colored pattern of small, irregular shapes in shades of blue, purple, and yellow, resembling a digital or biological texture. A prominent, bright blue light streak with a white core curves from the left side towards the center, creating a sense of motion and focus.

***The Arts can be deployed as
aesthetic technologies***

The Arts as Aesthetic technologies

With two fundamental functions

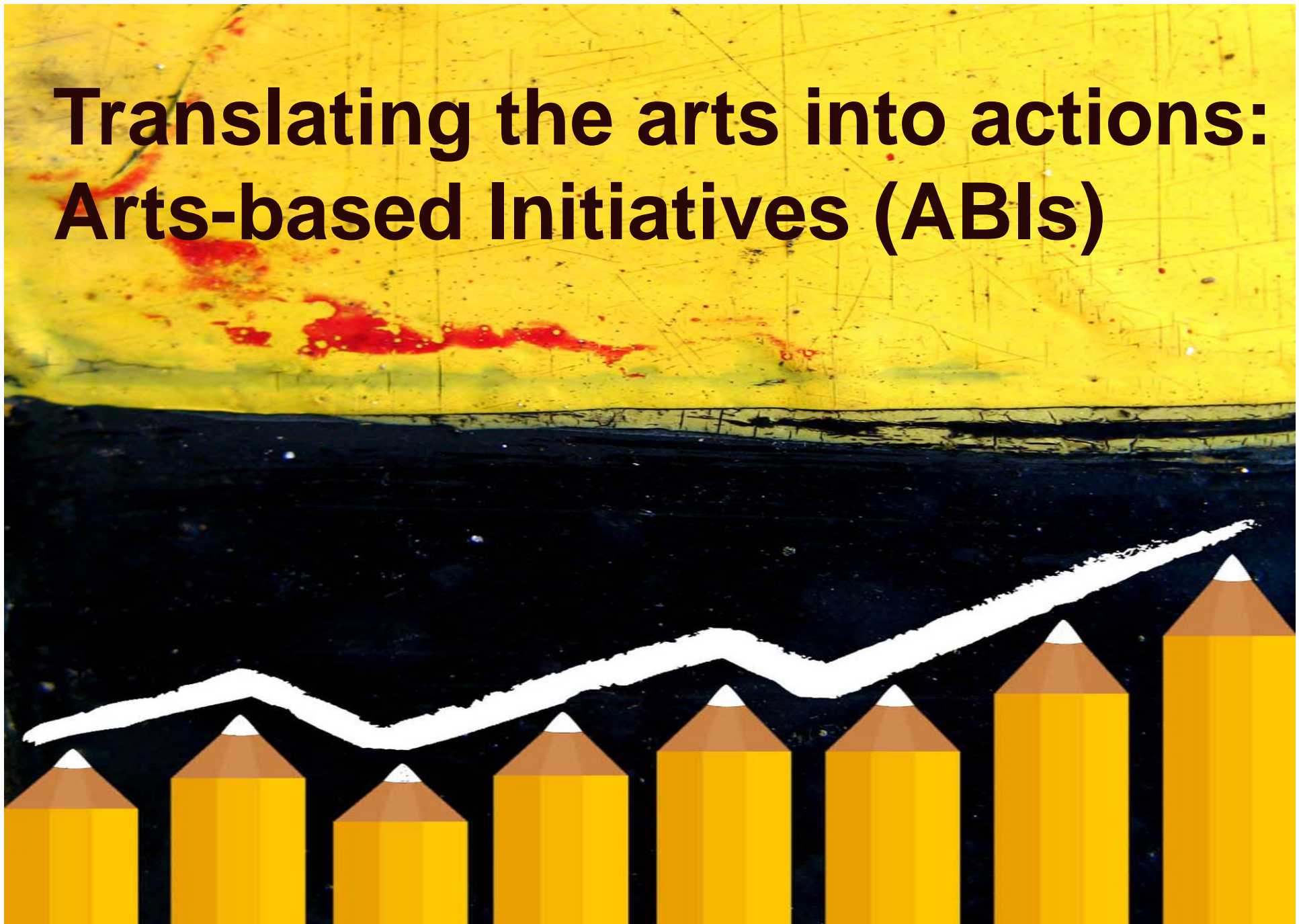
For individual, collective and organisational learning



For creating intangible value



Translating the arts into actions: Arts-based Initiatives (ABIs)



Translating the arts into action: ABIs

- *Arts-based Initiatives: Organisational and management action using one or more artforms to enable people to undergo an art experience as well as embed the arts as a business asset*

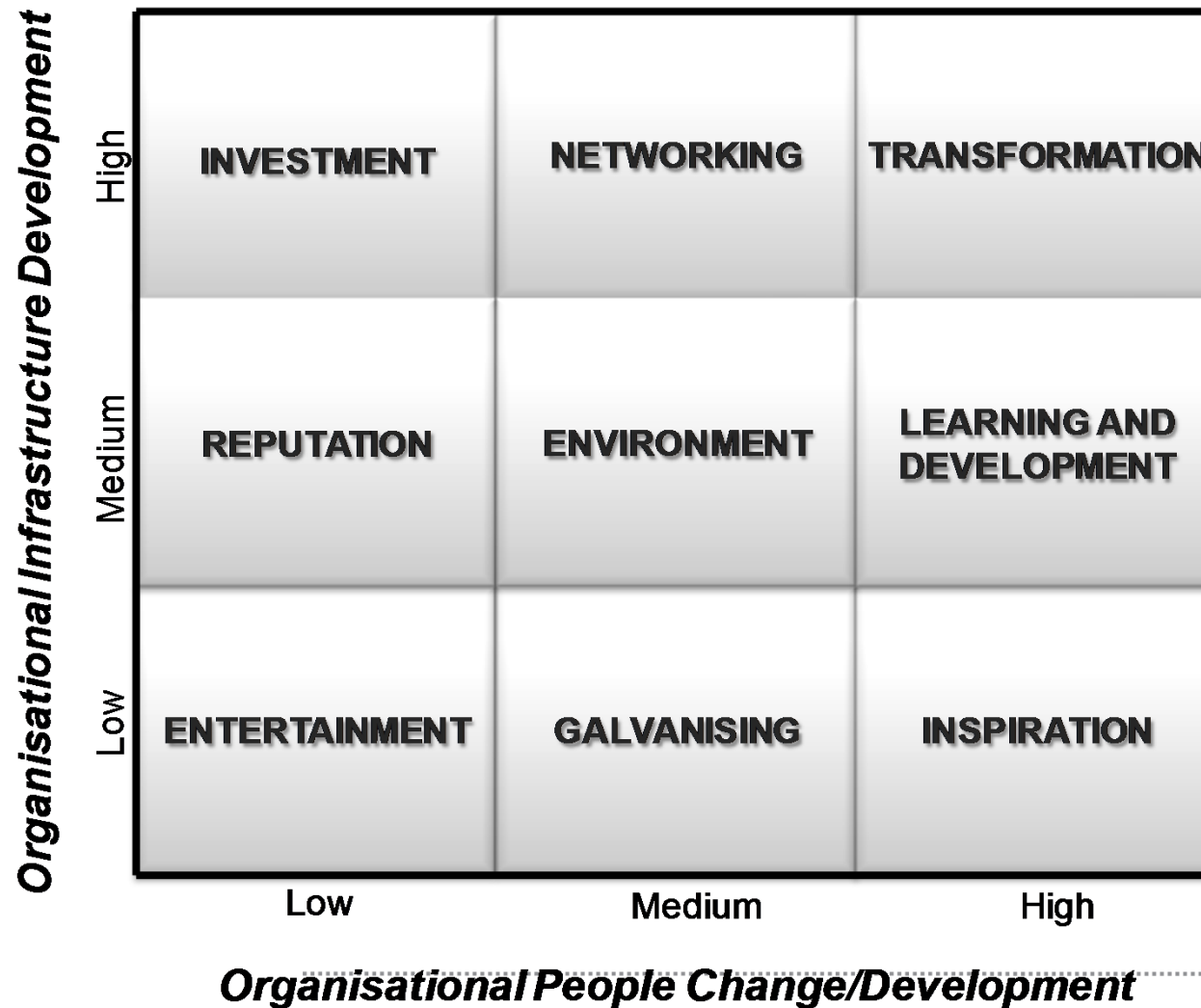




How the arts can create value for business?

The Arts Value Matrix

The polyvalent impact of ABIs on performance



Final remarks



The arts for humanising organisations



The roots of company's performance



**Company's Wealth
Performances Improvement**



Thank you

Director, Innovation Insights Hub
University of the Arts London
Central Saint Martins College of Arts and Design
g.schiума@arts.ac.uk

**The Value
of Arts
for Business**

Giovanni Schiuma