



Art and Knowledge - Austrian Experiences

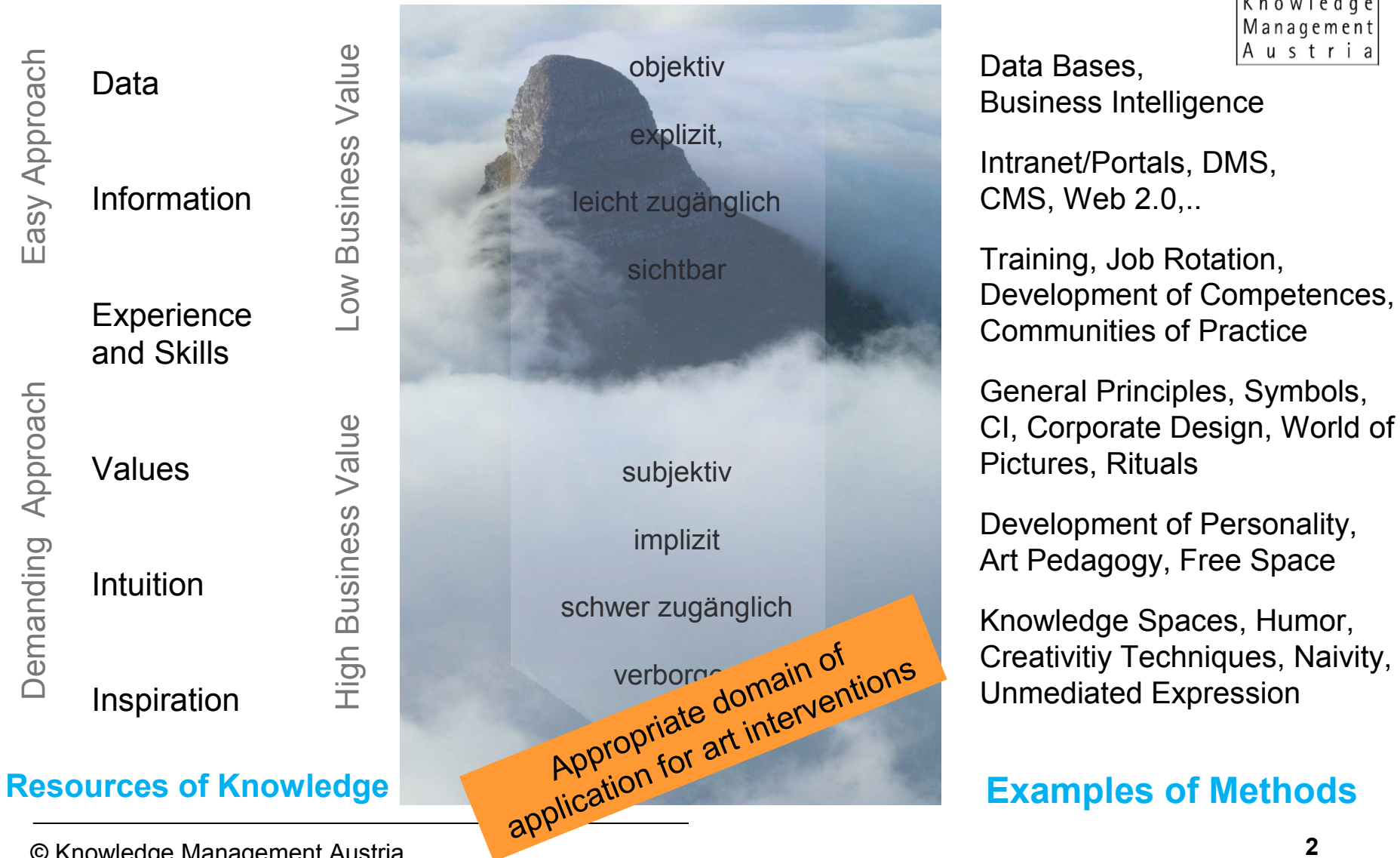
Contribution to the

7th World Conference on Intellectual Capital for Communities

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Positioning art in the domain of Knowledge Management



Art is a special, aesthetic way to capture and to transfer knowledge. Its strenghts is based on thepotential for a mobilisation of implicit knowledge through:

Holistic Identitiy

- Art presents subjects in a holistic way. Everythin can be perceived „at one glance“

Symbolism

- Art compresses and abstracts by means of metaphors and symbols.

„Weltanschauung“ (Philosophy of Life)

- Art unlocks hidden assumptions and philosophies of life

Immateriality

- Art turns immaterial subjects into material ones, it makes the invisible visible

Paradoxy

- Art helps to stand the „stress of the impossible“ and opens perspectives beyond the logic views

Delight / Lust

- Art mediates experience and incidents based on emotion, delight and lust.

Seismography

- Art senses weakest developments without being able or being forced to explain them in words.

Metaphysics

- Art is an instrument for communicating metaphysical and/or spiritual experience

Humor

- Art makes you lough and helps to bear earnesty with more airness and ease.

Effects of intervention by art (e.g. in enterprises)

A comprehensive empirical analysis of the effects of intervention by art in enterprises has shown the following valid results (see Schnugg, 2010)

Effects on personal level

- Creativity boost, especially on generating new ideas
- Personal development
- Abilities in perception
- Flexibility in accepting innovations and new ideas
- Ability to analyse
- Ability to communicate
- Autonomy in acting
- Abilities in design and aesthetical judgement
- Thinking in terms of art

Effects on inter-personal / inter-human level

- Better common sense and ability in engaging in teams
- Social competences and capability in conflict resolution
- Improved behaviour in leadership
- Improved communication

Effects on organisational level

- Visualisation of problems and characteristics
- Change in perspectives, dialogues and reflection
- Change in design of work and work processes
- Change in organisational culture
- Improved enterprise communication
- Image of enterprise and product advertisement
- Communication better targeted to beneficiaries
- Improvement of attractiveness of work location
- Enterprise success raised e.g. by more and successful innovation and innovative products
- Indirect returns in the long term

Art and Science: Fragmented with the renaissance

- Until the age of Renaissance, art and knowledge have been an integrative body of understanding.



The School of Athens, Raphael 1510

- The specialisation of disciplines developed in parallel to the separation of science and art and its institutions.



Guggenheim Museum Bilbao, 1997



Oxford University Building, 2001-2010

Knowledge and Art – Defragmentation is needed

4 Initiatives taken in Austria for re-introducing art into the knowledge-societal environment

- A monument: The „[Column of Knowledge](#)“
- The [Vienna Knowledge Space](#) project
- [Knowledge.Art.Space](#) as a part of knowledge events
- [Knowledge Café](#) and [Art Brut](#) by

Galerie **KoKo**



The art of ignorants & innocents: **ART BRUT @ KoKo**

- „Discovery and formation of term in 1945 by French wine dealer and artist himself: *Jean Dubuffet*
- ART BRUT – *think of Champaign* – is art generated without special intellectual reflection, generated without intellectual conceptional approach, coming directly and spontaneously from „the inner“ of an artist
- Second discovery in Austria by the head of a psychiatric clinic and mental home at „Gugging“ / Vienna, Leo Navratil († 2006) in the 1960ies: 2% to 4% of people are gifted to produce art independent from their mental, cognitive or intellectual condition. („Fools as artists“).
- ART BRUT artworks, by quite many – often academically educated – artists are considered to be an „insult“ to their conception-prone approach
- Some, most famous, artists have drawn inspirations from ART BRUT
- **ART BRUT – like ignorance – provokes thinking about the human nature and the „conditio humana“, about charity, as well as about social and emotional intelligence, triggering thoughts on extending the idea of a **knowledge society** towards a **societal society****

Did you know? The official seat of *The New Club of Paris* is a Knowledge Café in Vienna with devotion to ART BRUT



...the Knowledge Café
of The New Club of Paris





„Column of Knowledge“,

designed by artist
Helmut Margreiter in
2008.
Knowledge.Art.Space,
Vienna

KM Award 2010:

A minature copy
presented to
Charles Savage





Knowledge.Art.Space

Art as an essential element of the Conference „Agenda Knowledge 2010 in Vienna. Artists being invited as speakers and presenters



Artwork „Experts have done my thinking for me“ by Andreas Leikauf, 2005.

@ Knowledge.Art.Space, Vienna



Vienna.Knowledge.Space

Communication with the public –
a key element of the
„International Knowledge
Partnership“ and part of the
annual conference „Agenda

Vienna.Knowledge.Space

Design 2008 by the b
„Walking Chair“ team
@ Knowledge.Art.Space,
Vienna



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