

CSEND DIALOGUE FORUM



Monday, the 15th of October 2007 from 5.30 to 7.00 pm

THE ARTS AS INSPIRATION FOR INNOVATIVE SOCIAL CHANGE

Artists seek out and offer individual social spaces and social interactions that are not already choreographed as in ordinary social interactions, or determined, as by the market. Artistic work is about giving new perspectives on human experiences, and it is driven by a desire for trying out new things, for experimentation, for innovating processes of production but also for ways of perceiving and conceiving the world we live in. Through art, artists offer a social experience that is open and inviting. The viewers are given the possibility to see the object and to create meaning in ways that may be different from social norms or conventional wisdom.

By adopting an aesthetic lens, change agents working with different organisations and institutions might be better equipped to perceive the underlying patterns or organising principles that could hinder or facilitate transformative development processes. This presentation addresses these issues and suggests ways to look at society and organisations from an artistic and aesthetic point of view which, if adopted, opens the doors for greater vitality in how organisation functions. It could also offer fresh ways of thinking and new intervention strategies for social and economic development.



Prof. Pierre Guillet de Monthoux holds a chair in general management at Stockholm University Sweden. He directs research in the field of organizational aesthetics and art and management in Sweden, Denmark, Germany, France and the US. He is the founder of the nomadic university for exploring art and management practices (see www.nuope.eu). His two recent publications are "The Art Firm" 2004, Stanford University Press and "Aesthetic Leadership" 2007, Macmillan publishers.

Organisers:

Prof. Lichia Yiu, the Centre for Socio-Eco-Nomic Development (CSEND)

Prof. Beat Bürgenmeier, Political Economy Department, the University of Geneva

Free of Charge

Place: University of Geneva, Uni-Mail, Room M-1150
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