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

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Arts-based Management: A discipline to understand what arts can ‘teach’ to business
Organizations can learn how to innovate by working at the intersection of the arts and business.
The WHY, WHAT and HOW arts can contribute to organisational learning and development
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

- Experience
- Emotions
- Energy
- Engagement
- Ethics
- Environment
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 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

Organisational Infrastructure Development

Low  Medium  High

Low  ENTERTAINMENT  GALVANISING  INSPIRATION

Medium  REPUTATION  ENVIRONMENT  LEARNING AND DEVELOPMENT

High  INVESTMENT  NETWORKING  TRANSFORMATION

Organisational People Change/Development
Final remarks
The arts for humanising organisations
The roots of company’s performance

Company’s Wealth
Performances Improvement
Thank you

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