

Would you allow
every member of your staff

to design his own business card?



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The right selection of artworks and their arrangement and orchestration in your company's building is a kind of

effective communication

with your staff,
your business partners and your clients
and customers.



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The outstanding issue
in using art for your company is
the **immanent spirit** of the art.

It is not about to decorate the
company's offices
but to **communicate** via the artworks.



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Every visitor,
every of your business partners and
customers,
every member of your staff

gets a picture of your company.

Why not designing that picture with
useful artworks that have

the right impact?



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Art in your company is an instrument of your communication in business – as like your logotype design, your brochures and your web design.

Furthermore art is more effective, because nobody sees or reads art as communication.

The receiver does not perceive this.

Art is more like kinesic behaviour.



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Using art in business is no advertising.
It is more claiming something and

issuing a statement.

You do not speak,
but you remain

audibly silent.



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Using art as a communication instrument
– straightened internal and external –
is less for public relation purposes

than Corporate Communication

as part of your Corporate Identity.



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The right selection of art on the wall
is able

to give answers

when looking at it.

Just taking any art without reflection is
just decorating your walls or is
just optimizing some colour fields,
not more.



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Art – selected right,
arranged and placed in an optimized
manner and looking decent –

gives you and your company

a visual cluster of sense

with every other
measure of your Corporate Identity.



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Selecting the artworks for your company
is always a matter of your

Corporate Design, too.



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The sender receiver relationship is the proper model for your company's communication as long as it is about Corporate Communication.

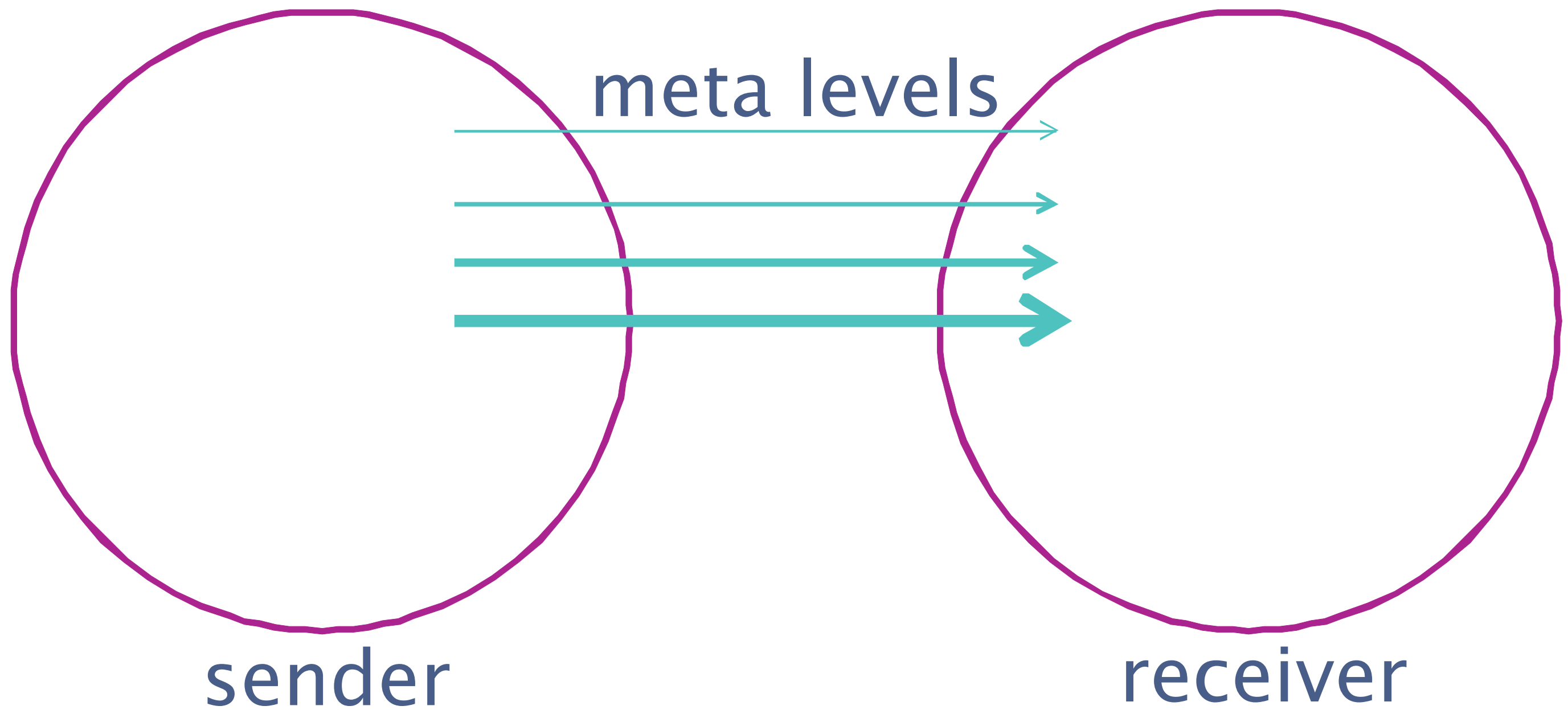
Corporate Communication is an attribute of your Corporate Identity, not of your PR.

You are not waiting for a feedback,
you are just **claiming** something.



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Using art in your communication aims at higher qualified target groups.

So the art in your company enables it to communicate with a receiver on higher and on more so called meta levels

without being caught or reflected as

by purpose.



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Art Room Design aims not only externally at your customers as well but also in a special way internally at your staff.

It is about tight bindings and

creating positive settings.



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Integrating your staff in the Art Room Design of your company might be useful, e.g. choosing the art for their offices by themselves.

But you must not forget that your Art Room Design is meant as like the design of your company's

business cards.



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Corporate communication is not PR.
PR is forming good, stable and positive
relations of your company to the public.
Therefore it is highly reflective.

Corporate communication deals more
with “image” supporting a dialouge, but
it is not the dialogue itself:

It is non reflective branding.

The function of art as a communication instrument is to be seen

as courting someone,

not as advertising.

This is a result of the Sender Receiver Relationship.



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The art in your company has to have
the kind of intelligence,
of integrity,
of appreciation

as your products or services.



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The look of the art in your company has
to have

the merit,
the dignity and
the quality

of you as persons and of your work –
without swanking with fool's gold.



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The art in your company has to be the art belonging to the company.

It has to be identifiable.

It is not useful if it is art brought in from the outside which then remains strange.

The art has to say something about you, and it has to say more than there is nothing to say about you.



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Art in your company has to be something astonishing.
It has to have impact and psychological effects, as it speaks on a level

your counterpart does not reflect.



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Art in your company has to be moulded
(more for example than being expensive)
so your company is identifiable
with and by the art.

It has to be distinct at least, in best case
it is **sophisticated,** too.

Art in your company has to be
intelligent on its own.

Stupid art generates a stupid
environment.
A stupid environment generates
stupid people.



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The arrangement and the placing of the artworks in your company have to have more effects

than adding just something to the inventory.



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The arrangement and the placing of art in your company have to improve the appearance of the rooms and have to carve out the

quality of the architecture.



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The hierarchy of your company has always relevance for the

rooms' hierarchy.

That means that the boss has his office somewhere and he is not visibly sitting beside the entrance, guarding it and having an eye on who is coming in or leaving. Art in your company has to follow this rule.



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