

Twenty years ago we met a specialist solicitor for family law, who was interested in fine arts.

We became friends and some day he complained about the experience that very often clients got angered by letters of the opponent attorneys and started answering themselves in a letter which was undermining his and his clients' position.

Several weeks later we visited the lawyer at his law firm and found out that his office was decorated by photographs he had taken at several occasions on holiday surfing trips.

Also there was a surfboard placed in the corner of the room.

On the one hand he used an objective and strict business card, typical and businesslike printed in black and white, begging for respect.

On the other hand a surf boy at his office...

We wrote an art consulting concept for his law firm mainly based on bulky, stressed intellectual Hard Edge paintings and graphics.

Hard Edge is an art style from the 1960s which is abstract and derived from Colour Field Painting.

We also arranged and combined the art works in pointing out strictness and distance.

Shortly after his clients started to behave in a different way. They became trustful.

What happened?

On the one hand he had set up an atmosphere of strictness and distance by the art in his office which his clients didn't reflect.

They were not aware of this but assumed the lawyer as being predominant. As their legal counsellor now he was able to lead them through their lawsuits.

On the other hand he had changed in his behavior. He was more reserved and stressed his role as the legal counsellor.

So the art has had also the same influence on him as on his clients.



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