



Intellectual Capital for Communities
In the Knowledge Economy

The Art of Knowing Austrian Experiences

Günter Koch & Andreas Brandner



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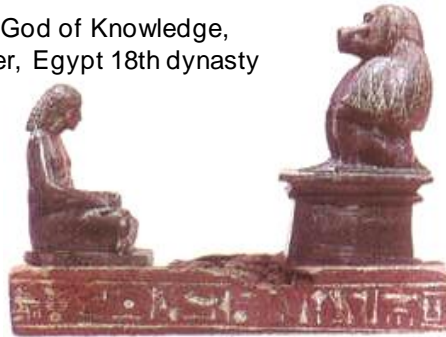
Knowledge Art

No civilisation ever existed
without an effective knowledge culture and art



Bodhisattva
Manjushri,
personification of
highest knowledge,
western tibet,
Jambalyang,
13th cent.

Thot, Egypt God of Knowledge,
inspiring a writer, Egypt 18th dynasty



Athene of Phidias, Acropolis
(Reconstruction)



Quetzalcoatl, God of Learning,
Mexico, Aztecan 15.-16.cent.

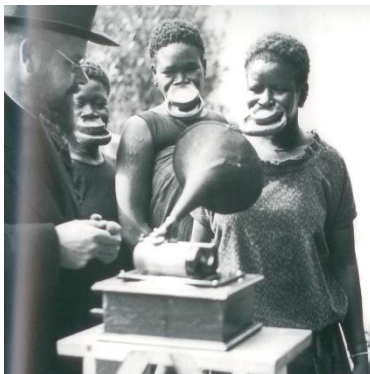


Adoration of
Nabu, God of
Writing and of
Wisdom,
Mesopotamia,
Assur 1243-
1207 b.C.

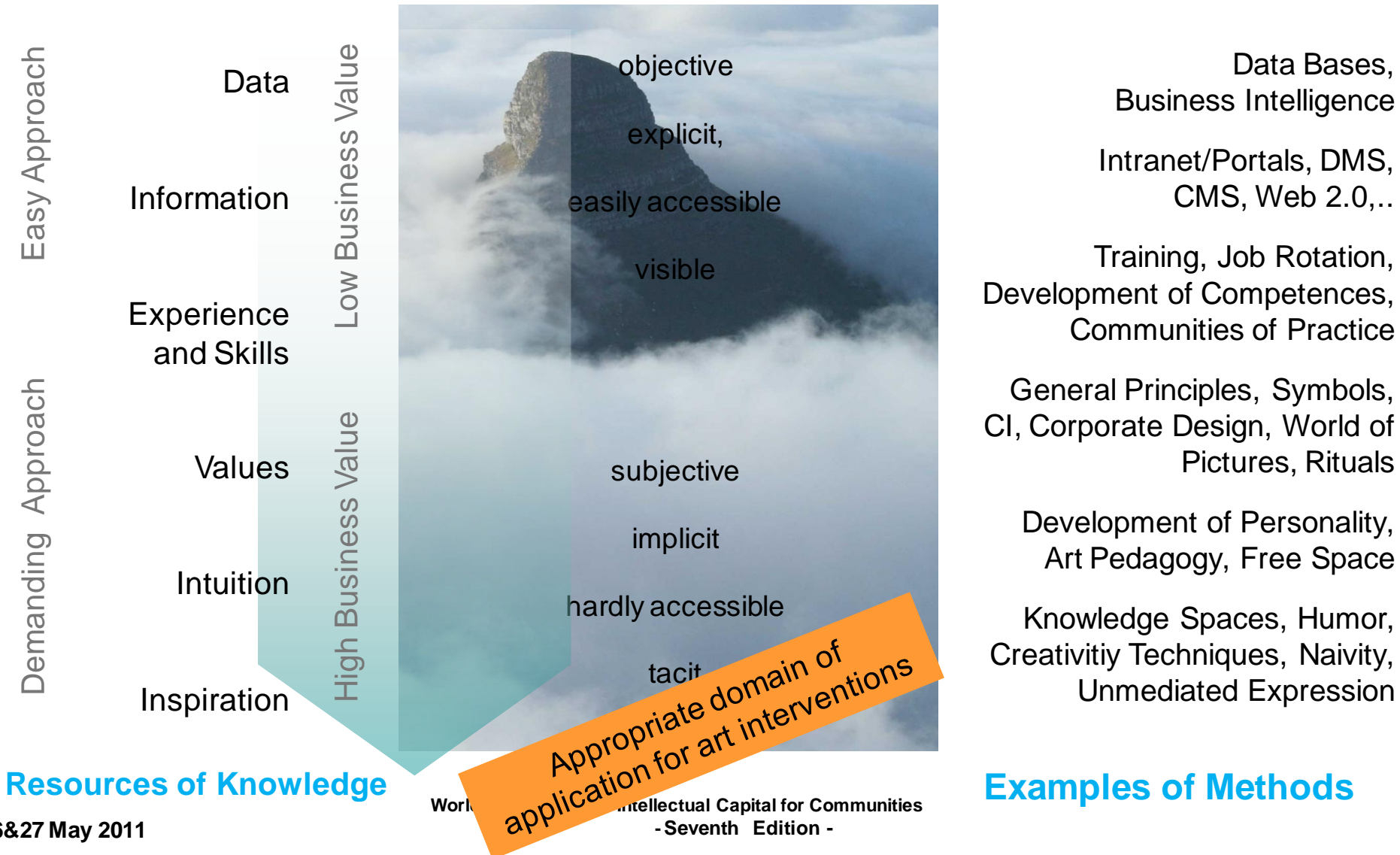


Adam and Eve, etching by
Albrecht Dürer, 1504

Sara-kaba-
singers from
Lake Tschad
at the
Oktoberfest in
Munich 1931



Positioning art in the domain of Knowledge Management



Resources of Knowledge

Examples of Methods

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 social 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 raising e.g. by more and successful innovation and innovative products
 - Indirect returns in the long term

Art and Science:

Fragmented with the reconnaissance

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



The School of Athens, Raphael 1510

- The specialization 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

The art of ignorants and innocents: ART BRUT

- „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 sculpture
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 2009, Vienna



Vienna.Knowledge.Space

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

Vienna.Knowledge.Space

Design 2008 by
„Walking Chair“
@ Vienna.Knowledge.Space
2009, Vienna

2011: 8 Knowledge Spaces at
different places in Vienna



A proposition for IC 8

- Combine / Integrate „IC“ and art within the conference event
- Create „spaces“ for an open creative dialogue – not only with insiders but also with the public (therefore in a different place than WBI office?)
- Develop symbols, metaphors and media for the different and diverse knowledge cultures / societies
- Work together with different cultures of knowledge on global scale
- We suggest for 2012: **Knowledge.Art.Space.Paris** as a cooperation project of the NCP, IC8, (WBI?), the City of Paris and the UN / UNESCO, KM-A, Galerie KoKo, ... who else?