



CBS ART STRATEGY

CBS



COPENHAGEN BUSINESS SCHOOL
HANDELSSKOLEN

ART FOR BUSINESS AND SOCIETY

“Art challenges the students’ familiar beliefs and contributes to an understanding that there are various possibilities to act and diverse ways to understand the world.”

– Per Holten-Andersen, President at CBS

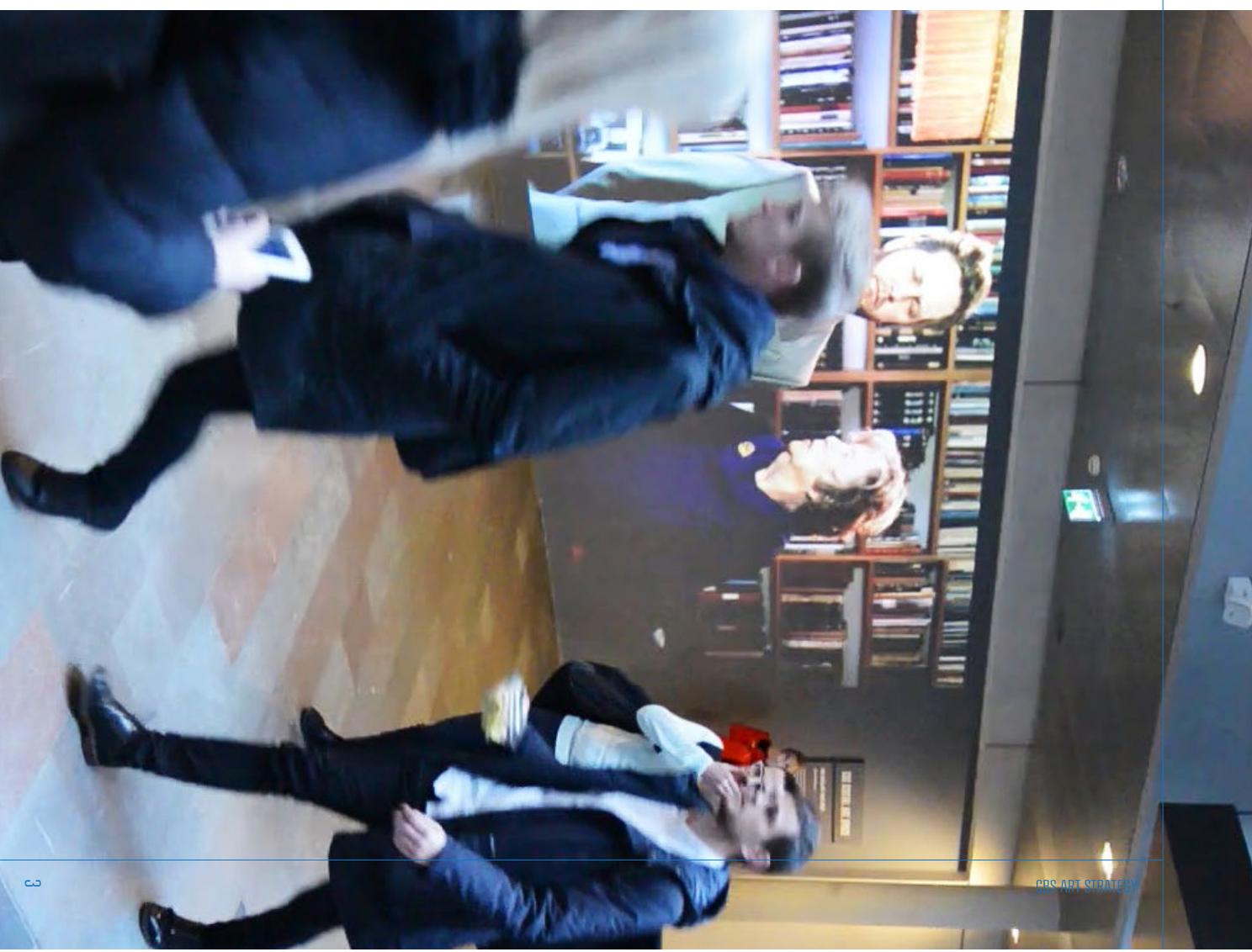
MISSION AND VISION

For many years, art has been of great significance to CBS. Both through an extensive art collection with many contemporary artworks integrated in the buildings, but also as an inspirational subject for CBS’ research and educational programmes art has played an increasingly important role for the university. In this strategy art is defined inclusively and in a broader context and includes visual arts, music, design, architecture and performing arts.

This strategy by CBS’ Arts Committee sets up the future principles for the work in the committee and outlines the future perspectives for art at CBS from 2019-2024.

With its revision of CBS’ *Business in Society* strategy the framework for CBS’ future development has been laid out. CBS’ main transformational initiatives include Entrepreneurship and Innovation, CBS’ Programme portfolio and Collaboration with business and society. The aim of this art strategy is to connect these CBS strategies and integrate the art initiatives at the university at large.

Art at CBS is closely related to CBS’ research and educational programmes and plays an important role both for CBS’ students and employees. This strategy provides an overview of the importance of art for the different activities at CBS and gives an inspirational catalogue of possible future activities at the university.



ART AS A SHORTCUT TO KNOWLEDGE

ART AS INTERVENTION IN CBS' RESEARCH

Art is related to CBS' research in different ways:

Arts is an economic activity in society

It is created by individuals, private or public organizations. Thereby, arts create an interesting subject for CBS research. How is art and creative activities organized, produced, sold and managed? As the arts can be considered a special case in many ways, the questions are also, how can other industries learn from the arts when it comes to e.g. leadership, management of creative processes etc.

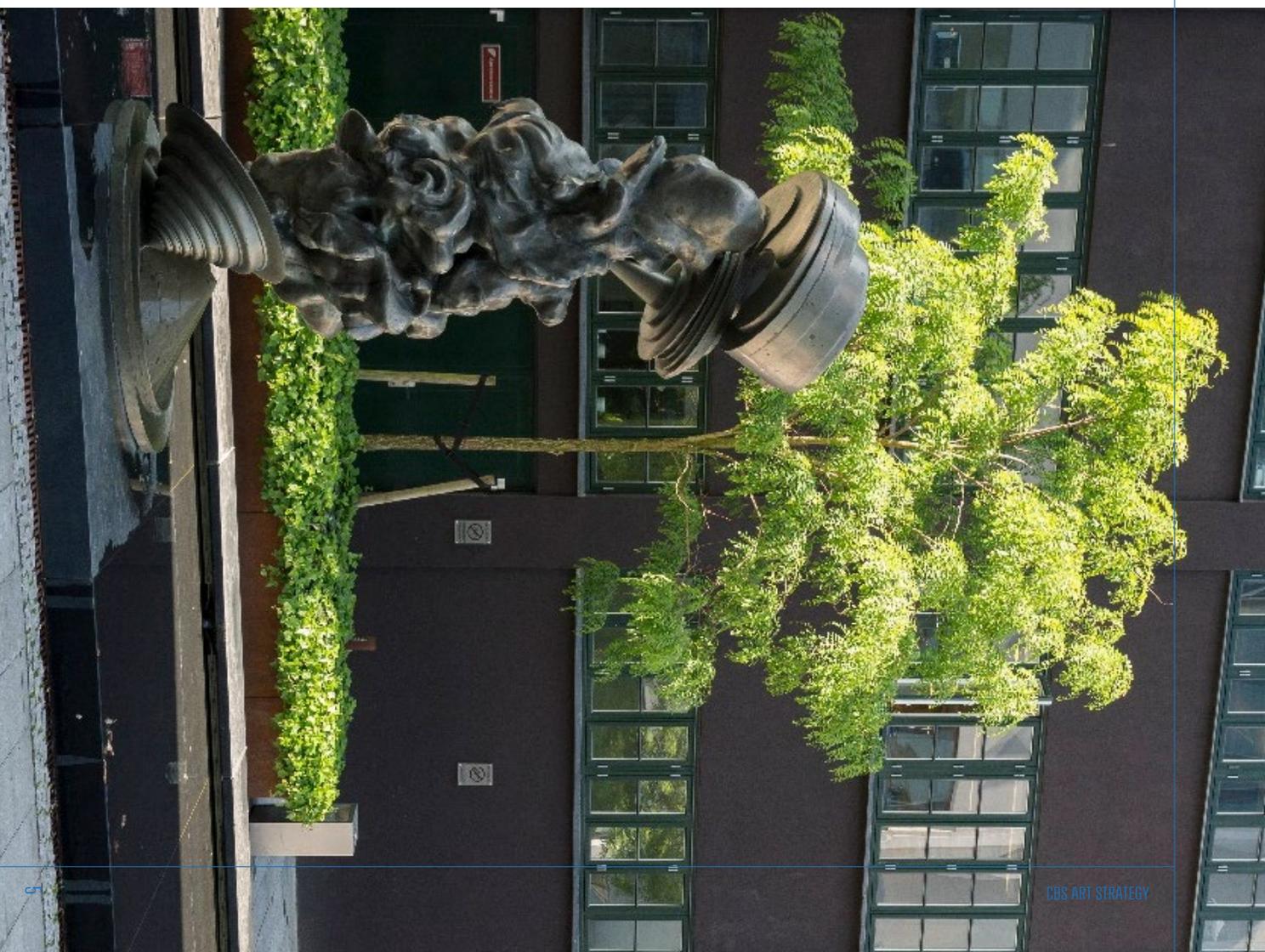
The arts, innovation and entrepreneurship are closely connected

The arts is per definition about newness and innovation. Art provides new sources of insight and a different perspective. Other sectors can learn from the creative processes in the arts sector, and artists can contribute with knowledge, aesthetic and creative competences in other industries and contribute to innovation and development. This is an interesting research agenda for CBS. Furthermore, arts and entrepreneurship are closely connected in the sense that many artists are entrepreneurs and arts and business have a lot to learn from each other.

The arts contribute with important values to the society at large

The arts not only contribute with market value, but just as well with non-market values in the sense that the arts can be seen as a public good with benefits to the society as such. Therefore, the arts gets public support from the state and municipalities. Research in these values of the arts for society at large is connected to the CBS strategy of Business in Society.

CBS research in and with the arts sector is conducted in collaboration with public and private partners like: The Royal Danish Theatre, The National Gallery (SMK), Dansk Teater, Billedkunsternes Forbund, Statens Kunstråd, Danish Film Institut and many others.



ART IN CBS' EDUCATION

Business students facing future societal challenges must think outside the box of corporate mindset. They must realize innovation and engage in enterprises yet uncaptured by the academic radars of existing theories and concepts.

CBS has developed several study programs which are directly connected to the arts sector:

- BSc Service Management has a specialized concentration on Arts and Cultural Management.
- MSc (soc.) Creative Business Processes (CBP), is a master program specializing in management in the arts and creative industries.
- MSc (soc.) Strategic Design and Entrepreneurship (SDE) is a brand new program which is a collaboration between CBS and KADK, The Royal Danish Academy of Fine Arts Schools of Architecture, Design and Conservation.

CBS aims to further develop new programs in collaboration with other arts universities, combining arts with business competences and entrepreneurship.

Furthermore, CBS believes that art provides active components to different modules in CBS' study programs being integrated as important cases for CBS education.

Therefore it is envisaged that CBS:

- develops modules and activities related to study programs in cooperation with the Dean of Education
- develops a catalogue of 'tools' for blended learning involving art and activities inspired by arts
- fosters the invitation of artists as guest professors
- develops perspectives on existing artworks at CBS
- participates in external art-events as part of given courses
- gives incentives for educators to engage in integrating art in courses

"Aesthetic experience makes you think creatively – that is good for both individual and democratic development, which has also a social dimension."

– a message formulated already in 1934 by American pragmatist philosopher John Dewey.



ART COLLECTION AND INTEGRATION

GBS ART COLLECTION AND INTEGRATION IN GBS' BUILDINGS AND ARCHITECTURE

Art and architecture go hand in hand at CBS. The extensive art collection plays a major role together with the architectural environment that creates an inspiring campus with a strong identity.

Art is integrated into the architecture as decoration, assembled in exhibitions and spread out in many rooms. The integration of art encourages researchers, students and partners to break habits, to go beyond the intellectual set of values, and to spark reflection and rethinking. Art and architecture at CBS take active part in the everyday learning life and do more than just frame it.

CBS wishes to enhance building-integrated art. Some of the first steps to integrate art deeper in the campus architecture and to make art an essential part of CBS architectural environment is CBS' Digital Arts Space (2017) and Michael Kvium's sculpture 'Social Pattern' (2018).

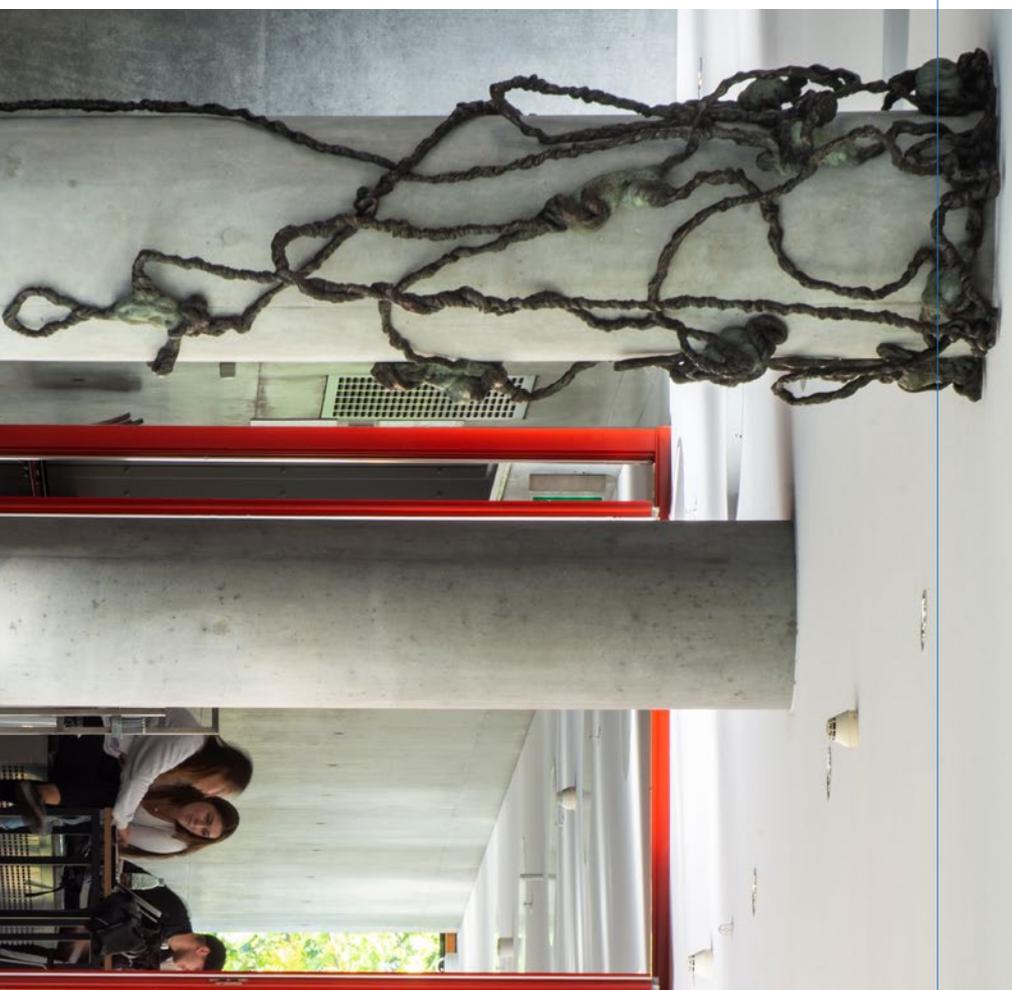
ART CURATING AT CBS

To integrate art at CBS, a curatorial perspective in line with the overall CBS strategy and CBS Art Strategy is needed. The curating will facilitate that art functions as an active resource in research, education and dissemination - and in the business-in-society strategy for staff, students and partners.

The overall mission of art curating at CBS is to activate and (re-)actualize our existing art collection together with contextualization of new acquisitions and to bring artworks and performative art events into play as an active resource in CBS' environment and teaching.

The CBS Digital Art Space is a first milestone in the development of art cooperation and CBS as an "art space". Furthermore, CBS is engaging employees, students and artists through existing exhibition spaces at Solbjerg Plads (2nd floor Rotunden) and Dalgas Have in cooperation with CBS Art Club, which also offers public guided tours to the CBS art collection.

These curatorial activities will be maintained and the CBS Arts Committee will be the responsible body to support the further development of art curating at CBS with regard to research, education and dissemination.



IN THE FUTURE, CBS AIMS TO:

- foster art as an integrated part of new buildings
- reserve 1,5% of building costs to art with regard to new buildings and major renovations
- activate CBS Art collection towards the outside world
- offer guided art tours in collaboration with CBS Art Club
- invite external art-organisers with an existing audience to use CBS facilities and collection
- develop new intuitive and interactive art works in public space
- maintain actively the art collection and digital catalog
- focus on communication and dissemination of the collection
- use campus for external art exhibitions and events, e.g. Copenhagen Art Week

ORGANISATION AND PARTNERSHIPS

INTERNATIONAL COOPERATION AND PARTNERSHIPS WITH ART INSTITUTIONS

Global Art Worlds and Global Art Events engage in issues treated by business schools. Art in a business school gains the respect of the art world by ambitious curating of shows on the edge of aesthetic investigations in business and society.

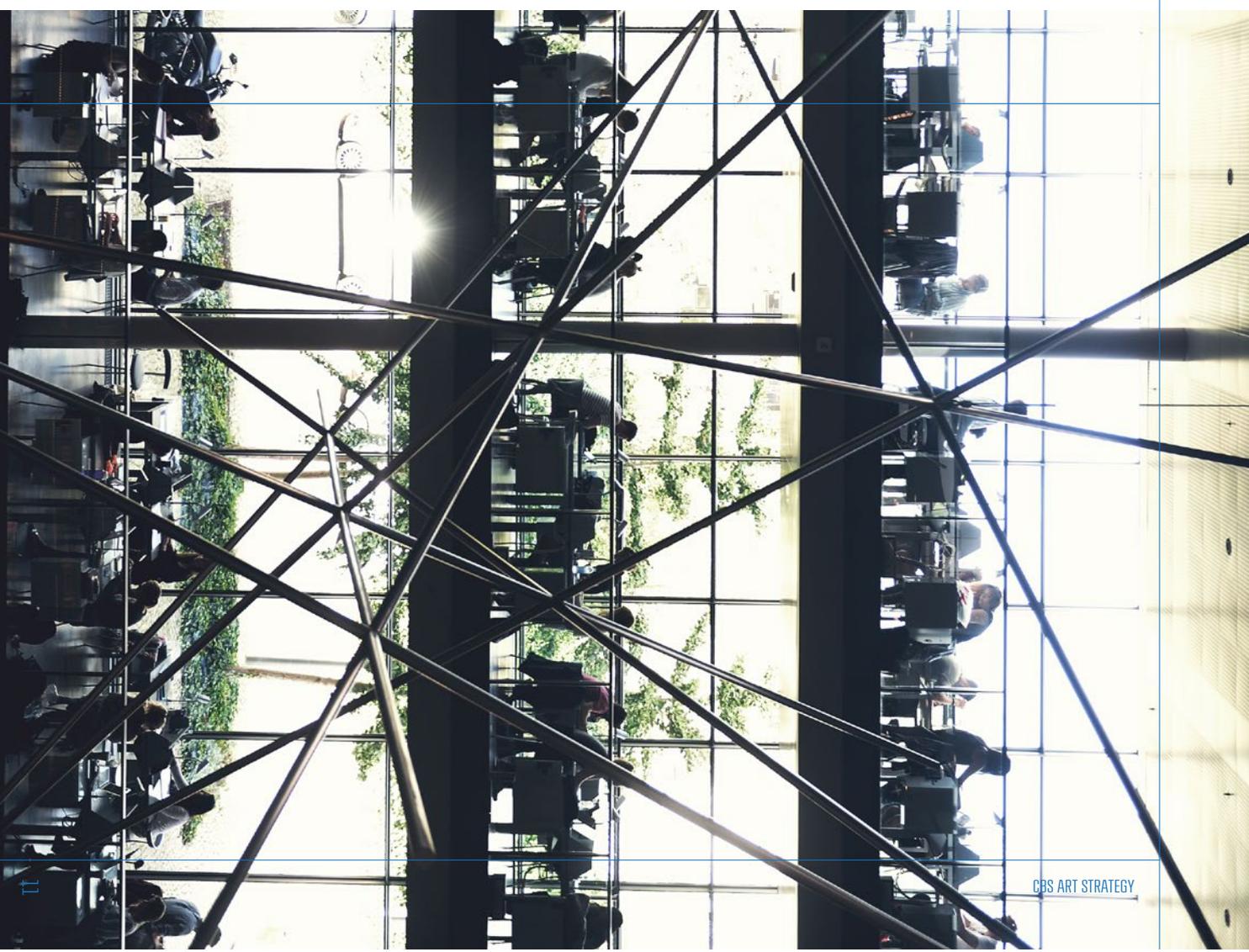
CBS already cooperates with several partners including other business schools, which work with art, museums, public institutions and artists. This cooperation is essential for CBS' art activities and should be substantially enhanced and formalized to support the activities concerning CBS' education, research and dissemination.

Some examples of cooperation partners are: Louisiana Museum of Modern Art, Stockholm School Of Economics, Aalto University, the Royal Danish Academy of Fine Arts Schools of Architecture, Design and Conservation, Danseshallerne Copenhagen, Kunsthal Charlottenborg, Nikolaj Kunsthal, FOCUS Festival, CPH Art WEEK and Thyssen Bornemisza, Vienna.

ORGANISATION AT CBS

CBS student association CBS Art and CBS employee association CBS Arts Club are essential internal cooperation partners for CBS as an institution.

CBS established the CBS Arts Committee in 2014. The committee is chaired by CBS' president and includes CBS researchers, a representative from CBS Arts Club, a representative from CBS Art and CBS CAMPUS. All overall questions about art at CBS are discussed and decided at the CBS Arts Committee.





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