

EUROPEAN ACTION FOR ARTISTIC INTERVENTIONS IN ORGANISATIONS

Creative Clash launches a new two-year Europe-wide project to obtain increased support for artistic interventions in organisations. The work done by TILLT Europe during the past two years has revealed the need for more effective ways of documenting the outcomes of artistic interventions in organisations. Therefore, this new project will focus on providing decision makers and practitioners (policy makers, managers and union representatives in the private and public sector, intermediary organisations, and artists) with solid evidence on artistic interventions and their impact.

Artistic Interventions – a means to reach the goals of EU2020

Artistic interventions take place when people, products, or processes from the world of the arts step into organisations. Intermediary organisations that are engaged in developing the full potential of artistic interventions on a broad basis have seen the benefits of these projects on different levels, i.e. individuals, organisations, society and the economy as a whole. The 2009–2010 TILLT Europe Project showed that artistic interventions in organisations will contribute to many of the policy objectives specified by EU strategies for growth, innovation, social cohesion, culture and education, and should therefore be acknowledged and supported. However, the idea of enhancing innovation and development through culture-based creativity is still new and still encounters prejudice.

For the next two years Creative Clash will concentrate on consolidating the existing evidence on artistic interventions in organisations. This project will pioneer gathering and analysis of research findings on artistic interventions across Europe. It will specify the indicators that stakeholders find useful in assessing the impact of artistic interventions, it will identify existing support schemes, and it will also design the first map of organisations that facilitate the exchange between the arts and working life (intermediary organisations) in Europe.

Through this pan-European collaboration we will provide more depth as well as clear arguments for our European work, as we possess comprehensive tools for convincing private and public sector policy makers, managers, and union representatives of the enormous potential for Europe's economy and society that these activities entail. Creative Clash is lead by TILLT (SE), and the core partners of the project are: KEA European Affairs (BE), WZB Social Science Research Center Berlin, c2+i cultura comunicación innovación (ES), and 3CA association artistique (FR). Associated partners of the project are: Culture Action Europe, European Music Council, Stichting Cultuur-Ondernemen (NL), Australian Network for Art and Technology, Asociación de Empresarios de Gipuzkoa (ES), Artlab/Danish Musicians' Union, Zurich University of the Arts, EUTOKIA Association for Social Innovation (ES), Centre National de la Recherche Scientifique (FR), and Narodowe Centrum Kultury (PL). The duration is 1 May 2011– 30 April 2013. To know more about Creative Clash, visit: <http://www.creativeclash.eu/>

TILLT

Active since 1973, TILLT is an intermediary organisation, commissioned by the Regional Development Committee of Västra Götaland to elaborate methods as to how artistic/cultural competence could develop working life/business and vice versa. TILLT has conducted about 80 artistic interventions, each lasting a full year, in a vast array of fields (research, production, management, product development, service, health care, etc.). TILLT also runs a variety of short time artistic interventions, to the effect that 50 000 employees are working with art each year serving as a catalyst for creativity and innovation in their workplace. To learn more, please visit: <http://www.tillt.se/>

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