**Art and Business**

## Prof. Valeria Cantoni; Prof. Roberta Crespi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

In light of the changes in the way we work and build value in communities and territories, and in light of the sustainability objectives that Europe has set for itself for the coming years, art and culture play an active part in the process of regenerating aesthetic, cognitive and emotional energies and resources.

Now more than ever it is important to find ways, tools and visions to influence positive behaviours aimed at greater social, environmental and economic sustainability and the conservation and enhancement of territories.

New research in neuroscience, behavioural ethics and social innovation practices based on Nobel laureate Richard Thaler's theories on nudges, i.e. the gentle thrusts that influence expected behaviours, is heading in this direction.

Brands themselves have become a vehicle for values linked to the themes of sustainability, social equity, respect for differences in gender, culture and origin.

On the other hand, there is a strong demand in companies for people to change in practical relationships, communication and organisational processes.

The Art and Business Course deals with these topics, introducing art and culture as levers to activate processes of change within organizations and the territories that collaborate with them.

By integrating the theory of nudges, the strategy of employer branding, brand activism and some artistic and cultural practices, the course aims to offer students concrete tools for introducing cultural change practices, starting from listening to the needs of people in organisations and territories.

The course helps provide a subtler and deeper understanding of the way in which society acts, and people interact with each other and with the environment, so as to reimagine more sustainable and anti-fragile ways, in other words, emerge stronger and better from the great economic, social, health and environmental shocks. From this perspective, the work of some brands is very interesting as a trend setter in this area.

For those who want to work in the world of culture and cultural heritage and are interested in the world of business, the course offers new tools to answer new social, economic and organisational questions.

During the course, alongside the lectures, there are tutorials and group project simulations, which may involve mixed teaching methods depending on the regulations in force during the course.

A part of the course, taught by Professor Roberta Crespi, is dedicated to the increasingly "artificial" luxury industry; the companies that populate it have acquired, over the years, a greater awareness of the impact that art can have on brands, image and positioning at a national and international level.

In light of these elements, the course aims to train people who know how to act as mediators between the arts, organisations and society. A new professionalism, with a broad and responsible vision, able to listen to the needs of society and business and recognise the potential of the arts in the process of change and innovation.

By the end of the course students will:

1. Understand the dynamics, rules and strategies which govern the new virtuous relationships between arts, culture, business and environment in view of the new sustainability-oriented socioeconomic and cultural context
2. Understand the value of cultural innovation and of the changed mindsets, also for the development of their professional career, drawing inspiration themselves from art in order to rethink certain practices and their manner of interpreting the context and behaviour.
3. Have experienced that creativity, communication and narrative skills, the ability to empathise with themselves, with others and with the context thanks to art, curiosity and courage, are training for work and ingredients to be able to open up to the world with new previously unknown professions which are yet to be designed.
4. Be knowledgeable about Behavioural sciences and Nudge theories.
5. Have fully understood the concept of artification and its use in the context of the luxury sector.
6. They will be responsible for the UN 2030 Agenda
7. They will be able to work in groups to achieve a shared result
8. They will gain knowledge of the most innovative brands in the field of sustainability and creativity

***COURSE CONTENT***

The Art and Business course consists of two modules.

The objective of *the first module* (directed by Valeria Cantoni) is to teach students about the context within which society and companies presently act and plan change, with specific reference to the UN Agenda 2030 Sustainable Development Goals, which involves culture and businesses and places them on a common ground of transformation.

Moreover, Prof. Cantoni will work with students to help them become aware of their behaviour within the group and of the impact which each person has on the others, so as to lay the foundations for a creative change experience which starts from inside themselves.

*The workshop part of the first module*, conducted by Dr Francesca Monti, aims to motivate students to operate in the field in order to consolidate the learned notions and develop skills in analysis, creativity, design, feasibility study and the impact of a project. The proposed topic is brand activism, which sees people, internal and external to the company, involved in the social and environmental causes that it pursues. This approach allows students to explore more deeply the complex dynamics of business communication, which is increasingly affirming its social and political role. Students are called on to create strategies for attracting talents through art, which leads to the hiring of new generations based on the values shared with the organisation. Students will work in groups on the project, at the end of which they will give a presentation to describe its characteristics, attract interest, and convince the audience of its feasibility.

*The second module* (directed by Roberta Crespi) analyses in-depth the relationship between art and the luxury industry with the objective of understanding which may be the reasons behind the flourishing of different forms, ranging from direct collaboration with artists to setting up an art foundation, of significant investments in art by Italian and foreign luxury companies. Moreover, the module presents the topic of Heritage marketing, which sees luxury brands increasing resorting to techniques and tools which belong to the art world for the enhancement of their historical heritage from a business perspective.

***READING LIST***

Module I

*Students attending lectures*

Compulsory

*Leadership di cura, dal controllo alle relazioni*, di V. Cantoni Mamiani, Vita e Pensiero, dicembre 2021

*L’economia della ciambella*, di Kate Raworth, Edizione Ambiente, 2017

A book to be chosen from:

Luigino Bruni, *L'economia che fa vivere. Diario di un economista in un'età di crisi,* EMP 2022

Philip Kotler, *Brand acitivism,* ed. Hoepli, 2020

Gilles Clement, *Manifesto del Terzo paesaggio*, ed. Quodlibet, 2016

*Students not attending lectures*

Compulsory

Luigino Bruni, *L'economia che fa vivere. Diario di un economista in un'età di crisi,* EMP, 2022

Philip Kotler, *Brand acitivism,* ed. Hoepli, 2020

Valeria Cantoni Mamiani, *Leadership di cura, dal controllo alle relazioni*, Vita e Pensiero, 2021

Two texts chosen from the following:

Gilles Clement, *Manifesto del Terzo paesaggio*, ed. Quodlibet, 2016

Nassim Taleb, *Antifragile,* Il Saggiatore, 2013

Michelangelo Pistoletto*, Il terzo paradiso*, Marsilio, 2010

Kate Raworth, *L’economia della ciambella*, Edizione Ambiente, 2017

The sitography will be made known at the beginning of the course.

Module II

*Attending* students

The reading list will be made available at the beginning of the course.

*Non-attending* students

J.N. Kapferer, *Lusso nuove sfide, nuovi sfidanti*, Franco Angeli, ch.. 1, 2, 3.

J.N. Kapferer-V. Bastien, *Luxury strategy*, Franco Angeli, ch. 3, 6.

***TEACHING METHOD***

The course consists of frontal lectures, exercises and discussions between students.

Teaching will be in-person or on the Teams platform depending on the provisions in force at the time.

***ASSESSMENT METHOD AND CRITERIA***

For *attending students*:

(Module I Cantoni: 50 hours)

Students will be assessed by means of an oral exam which will focus on the texts included on the reading list (two compulsory ones and an optional one of their choice), on teaching and produced material.

The final mark for this module will also take into account the exercise (compulsory) they have participated in during the course (20 hours).

(Module II – Crespi: 10 hours)

Students will be assessed by means of an oral exam which consists of an open-ended question and which focuses on the material specified at the beginning of lectures, on the given classes. The final mark for this module will also take into account the exercise (compulsory) they have participated in during the course. The overall mark obtained in the exam is calculated on the basis of the pertinent teaching hours :

30 hours lessons Prof. Cantoni: 4/6

20 hours exercises: 1/6

10 hours Prof. Crespi: 1/6

Students are informed about the vote online within three days from the exam. The mark will be registered online.

For *non-attending studentsi:*

Students will be assessed by means of a written exam.

The indicated books, in addition to the lecture slides uploaded online.

The mark will be calculated on the basis of teaching hours, without exercises: 1/6 Crespi, 5/6 Cantoni

***NOTES AND PREREQUISITES***

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.