

2007  
ART  
FOR  
BUSINESS  
**FORUM**

**PROGRAMME** november **23-24**  
Milano 2007

## WHEN ART HELPS THE ORGANIZATION

48 HOURS OF CONVERSATIONS, ROUND TABLES,  
WORKSHOPS AND ART EVENINGS IN ORDER TO  
DISCOVER ART'S POTENTIAL FOR COMPANY  
DEVELOPMENT AND ITS VALUE.

A UNIQUE CONFRONTATION BETWEEN INTERNATIONAL  
PERSONALITIES OF ART, CULTURE AND BUSINESS,  
TO REFLECT, COMMUNICATE, PRODUCE VALUE.

PROMOTED BY



HangarBicocca

**FRIDAY NOVEMBER 23**

**BUSINESS ART WORKSHOPS  
PAYING \***  
(close number)

Introduction by **Enrico Cazzulani**, President AIDP Gruppo lombardo.

**H. 09.00-13.00**  
**KNOTS AND PARADOXES IN  
RELATIONSHIPS**

With the artist **Cesare Pietroiusti**  
[At *Hangar Bicocca*]

**Communication is not unidirectional.**

It is an exchange process in which language, culture, emotions, aptitudes, hierarchy and context play unexpected roles that can be perceived as elements of disturbance or misunderstandings. Especially for people that work in the same environment. In this type of relationship system every single communicative action influences directly or indirectly the whole organisation. The workshop is run by the artist **Cesare Pietroiusti** and by **Leonardo Previ**, who acts as a facilitator. It is a chance to think over some paradoxical relationship situations, analysed and tackled from a particular point of view, which are seen from or apparently impossible to solve, are seen from a professional relationship's perspective, they can become an occasion and a creative suggestion for a new type of communication and relationships.

**H. 09.00-13.00**  
**PROBLEM SOLVING AND CREATIVITY**

With the artist **Debora Hirsch**  
[At *Hangar Bicocca*]

"If you hold a hammer, every problem will look like a nail". Professional practices in complex organizations require a growing amount of creativity. It is mandatory to be able to face and solve issues through tools which are new and possibly unusual. Courage, as the ability of exploring unknown opportunities, becomes a knowledge tool. The workshop offers to the participants the opportunity to consider the artistic creativity as a very interesting process from the organizational point of view. The artist is the one able to "build up" reference system which are known but distant, in order to find solutions which are immediate but hidden. The professional orientation towards the problem solving is fed by the ability to have a creative sight on organizational practice. The workshop helps the participants in finding this sight, both individually and with the colleagues.

**FREE EVENTS (closed numbers)**

**CONVERSATION**

**H. 11.00 - 13.00**  
**"IL TERRITORIO  
FERITO": CULTURE,  
BUSINESS, CREATIVITY**

Promoted by *Touring Club Italiano*.

Talk with the photographer **Francesco Jodice**, the gastronome **Davide Paolini**, the Culture Economist **Walter Santagata**, the entrepreneur, **Marialina Marcucci**, Tourism Council Assessor of Tuscany, the sociologist **Guido Martinotti** and the designer and architect **Aldo Cibic**.  
Moderator: **Guido Venturini**, general director of *Touring Club Italiano*.

[At *University of Milano Bicocca*]

**ROUND TABLE**

**H. 11.00 - 13.00**  
**ART, FINANCE AND  
INVESTMENT**

Talk with **Carlo Borea**, Fortis Intertrust, **Giovanni Barbara**, Kmpg International and **Bernardino Sassoli**, Pinacotheca, **Claudio Borghi**, Università Cattolica del Sacro Cuore and **Massimo Maggio**, president of Progress Insurance Broker Fine Art.  
Moderator: **Paola Fandella**, Università Cattolica del Sacro Cuore.

[At *Headquarter Pirelli RE*]

**ART AND LEARNING**

**H. 14.30**

Opening of works by **Valeria Cantoni**, Trivioquadrivio CEO.

**H. 14.45**

Greeting of **Carlo Puri Negri**, Pirelli RE CEO.

**H. 15.00**

Conference with **Vittorio Sgarbi**, Milan's Culture Council Assessor. Lecture on "How to look at a work of art". An art piece will be presented, Sgarbi will interpret it and translate the images observed into words.

**H. 15.30**

**ART AND CORPORATE IDENTITY**

**Maria Paoletti**, president Fondazione Teseco's Director, **Caterina Seia**, Unicredit Group and **Enrica Acuto Jacobacci**, Jacobacci & Partners.  
Talks with the public.

**H. 16.30**

**ART AND SOCIAL & CULTURE RESPONSIBILITY**

Talk with **Friedhelm Hütte**, Director of the Deutsche Bank Art (CSR), **Domenico Bodega**, Professor in Business Organisation and **Guido Venturini**, *Touring Club's* General Director.  
Talks with the public.

**H. 17.75 BREAK**

**H. 17.45 WINDOW OF THOUGHT**

**HOW TO SEE**

With **Paolo Fabbri**, Professor of art semiotics at IUAV's Art and Design Faculty.

**H. 18.15**

**ART AND LEARNING**

Talk between **Pier Luigi Celli**, Luiss Guido Carli General Director and the artist **Michele Pistoletto**.  
Talks with the public.

[At *Headquarter Pirelli RE*]

**SERATE D'ARTE**

**H. 19.30**

Extraordinary opening of the Deutsche Bank headquarter for a **visit to the art collection**.  
With the presence of some artists of the collection.

[At *Deutsche Bank*]

**H. 20.00**

Overnight extraordinary opening of the **URBAN MANNERS** exhibition. **Contemporary artists from India**.

[At *Hangar Bicocca*]

## SATURDAY NOVEMBER 24

### BUSINESS ART SEMINAR PAYING \* (closed number)

**H. 11.00 - 13.30**

#### THE QUALITY INSTINCT™

Developing and using an eye for art to improve business performance.

Directed by **Maxwell Anderson**, notable personality operating in art and creativity world

[At Headquarter Pirelli RE]

Through History of Art lessons, from ancient times to contemporary, Anderson will analyse creativity, growth and development of sensitivity and good qualities needed for a strong and progressive leadership. The "Quality Instinct" helps managers to learn how to use art's visual and emotional experience to develop vision ability and understand choice mechanisms and the customer's fruition of a product.

#### \* RATES BUSINESS ART WORKSHOPS/SEMINAR

WORKSHOP 250 €(+ VAT) / person.  
SEMINAR 300 €(+ VAT) / person.  
SEMINAR + WORKSHOP 500 €(+ VAT) / person.

### FREE EVENTS (closed number)

#### CONVERSATION

**H. 11.00 - 13.00**

Promoted by Deutsche Bank and Jacobacci & Partners.

#### ART AND PLACE OF WORK

Talk with the architect **Vittorio Jaccussi**, the artist **Ferdi Giardini** and **Rita Borgo**, Head of communication Deutsche Bank, **Antonella Dedini**, Director of Master in Interior Design and Eco-Living, **Anna Merlo**, Professor in Economy and Culture's Management at Università Valle d'Aosta and Università Cattolica del Sacro Cuore.

Moderator: **Maria Perosino** Professor at MEC Arti, Università Cattolica del Sacro Cuore.

Talks with the public.

[At Deutsche Bank]

#### H. 11.00 - 13.00 VISION AND CHANGEMENT: THE C4 EXPERIENCE, FIRST LEARNING SYSTEM FOR MANAGERS USING ART IN ITALY

Talk with **Pino Bisazza**, Trend Group President, **Enrico Maltauro**, CEO. Maltauro Group, **Lino Dainese**, President Dainese Group, **Franco Miracco**, spokesman of Regione Veneto president Giancarlo Galan, **Fausta Bressani**, cultural goods manager of Regione Veneto, **Mariagrazia Rutter**, president assistant Dainese

Moderator: **Elena Ciresola**, Head of HR Department C4.

Talks with the public.

[At Headquarter Pirelli RE]

#### ART AND LEARNING

**H. 14.15**

Opening of works by **Leonardo Previ**, trivioquadrivio's President. With **Alessandro Laterza**, member of Culrure Commission of Confindustria.

**H. 15.00**

#### ART AND BRAND COMMUNICATION

Talk with **Andrea Illy**, director Illy Caffè and **Paolo Iammatteo**, responsible institutional communication ENEL, Carlo Puri Negri, CEO Pirelli RE.

Talks with the public.

**H. 16.00**

#### ART AND INNOVATION (Eng)

Talk with **John Thackara**, The Doors of Perception Director.

Talks with the public.

**H. 17.00 BREAK**

#### H. 17.45 WINDOW OF THOUGHT

Reading of **Letter to the bourgeois** by **Charles Baudelaire**. Reading and comment by **Severino Salvemini**, Professor in Business Organisation at Università Bocconi.

Talks with the public.

#### H. 18.15 LECTIO MAGISTRALIS (Eng)

**Maxwell L. Anderson**, Indianapolis Museum of Art Director: Using creativity to develop businesses.

[At Headquarter Pirelli RE]

#### ART EVENING

**H. 20.00**

Extraordinary opening for the Forum participants of some **houses and studios of milanese artists and collectors**.

During the Forum events a map with all the addresses will be handed out to the subscribers.

## PATRONAGE AND PARTNER

### PATRONAGE



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CULTURALI



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Comune di Milano  
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Museum and Forum

### EDITORIAL PARTNER

### WITH MANY THANKS



LUIS



SLIDE  
robot design



Alfa Romeo state-of-the-art



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INFO E ISCRIZIONI

[www.artforbusiness.it](http://www.artforbusiness.it)

tel. +39.02.5811 2940 | [forum@artforbusiness.it](mailto:forum@artforbusiness.it)