



art as power  
update  
#11

bruce nauman,  
black marble under yellow  
light, 1987

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## layers of meaning and media

Positioning very well polished black marble cubes under a yellow light. A distortion of vision and an unusual perception. While adjusting to this setting edges dissolve and new forms seem to emerge.

Seeing this installation by Bruce Nauman I was intrigued by its originality and how such a simple gesture changes our impressions.

It prompted questions like: Can you influence the perception of an organisation by shedding a different colour of light on it? How would that work out in the practices of an organisation?

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wolfgang laib  
wachs raum  
(various versions)

giuseppe penone  
respirare l'ombra (1999)

In one of his works Wolfgang Laib covered the walls and the ceiling of a small room with beeswax. The condensed space feels less confined by the sweetness of the smell. (In museum De Pont in Tilburg you can experience it yourself).

One of my first encounters with the work of Giuseppe Penone was a room with laurel leaves stacked up to the walls. The smell of the laurel in the space made me aware of the air we breath although it is invisible.

What could this involvement of different senses mean for organisations? Which manifestations can an organisation produce



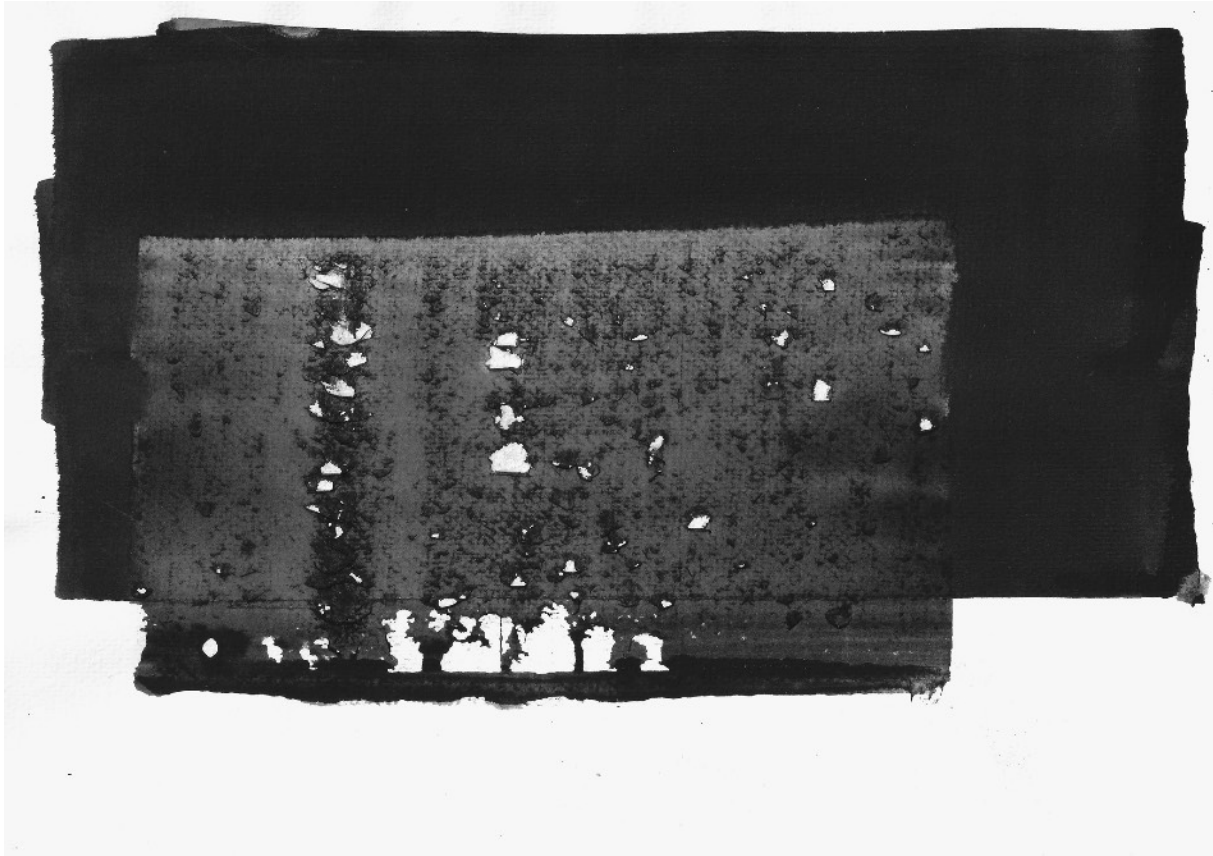
isabelle andriessen  
terminal beach  
installation view  
rijksacademie open  
ceramics, iron II sulphate,  
water cooler, vitryl tubes,  
pump, epoxy clay,  
**special developed scent  
dispersed by compressor,**  
2018

in the physical world to positively trigger novel effects and emotions?

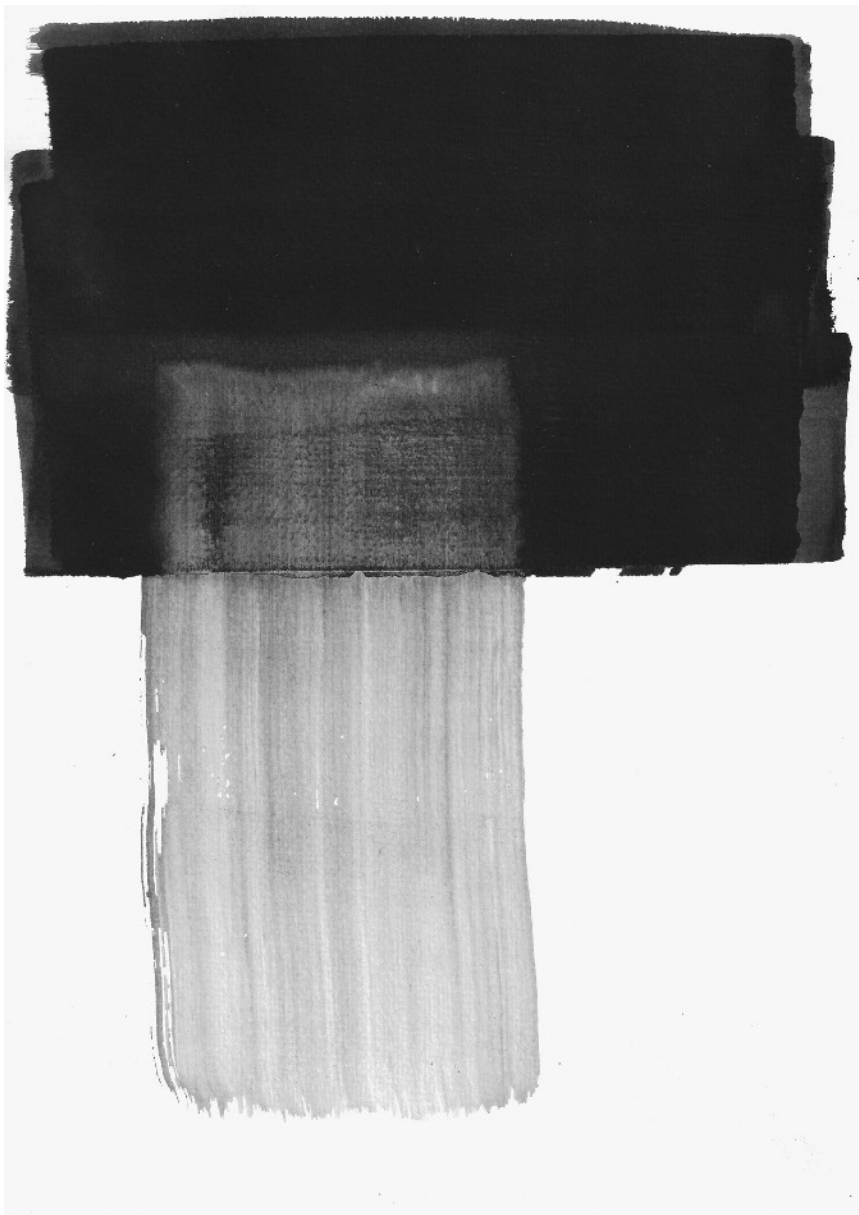
The intriguing and mysterious work of Isabelle Andriessen not only adds smell, but is made to change over time by the chemical and physical process which the work incorporates.

The work grows through these emerging layers of matter to a deeper experience. Time materialises in the objects.

It makes me aware of the multiple layers of behaviour organisations exist off and the patterns of traces they leave in the organisation's social and physical environment, not only now but also in the future.







hein duijnstee  
layered traces (2x)  
2021

The evoked questions and possibilities do matter. But we should not forget that it is only in its very specific and unique occurrence, in its existence, an object (or an organisation for that matter) is able to expose someone to something. Creating that reality is hard work.

In my personal work of playing with, ink, brushes, paper, time and meaning this feels ever so manifest. I believe this work to be essential for the ability to help organisations embrace the notion of art as power and create intriguing layered patterns of meaning.