



Portrait of a Man, 1977

consultancy by art

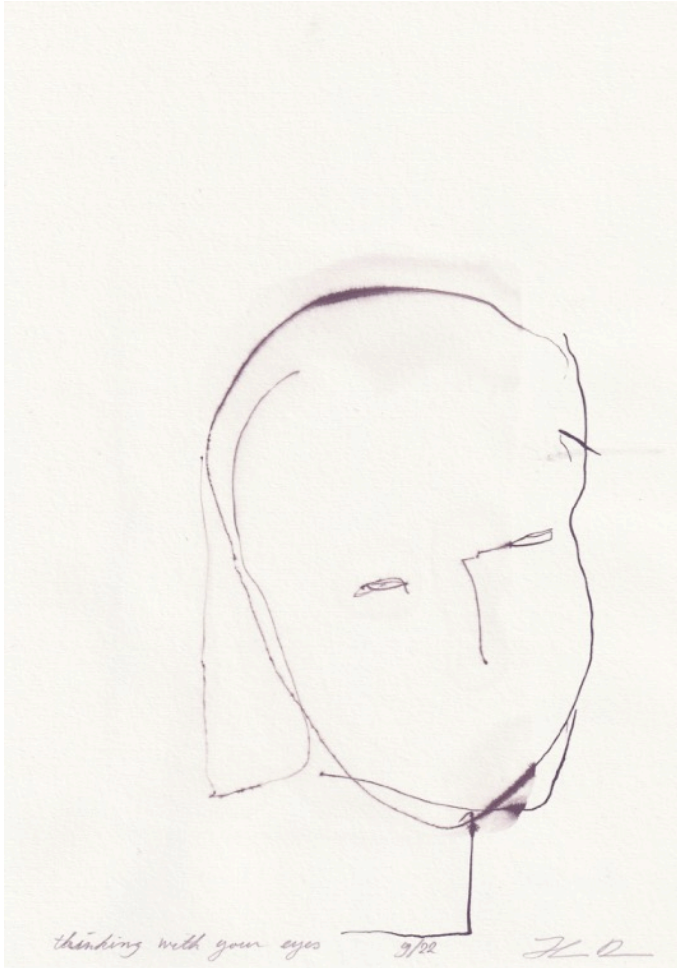
art as power update #20

the value of
opening the mind
and extending the possibilities

to work together better
and do the good things

that is what becomes evident
through stordes' **consultancy by art**
services

three distinct trajectories



thinking with your eyes

discover glimpses of unnoticed possibilities of your organisation in its societal and leadership context

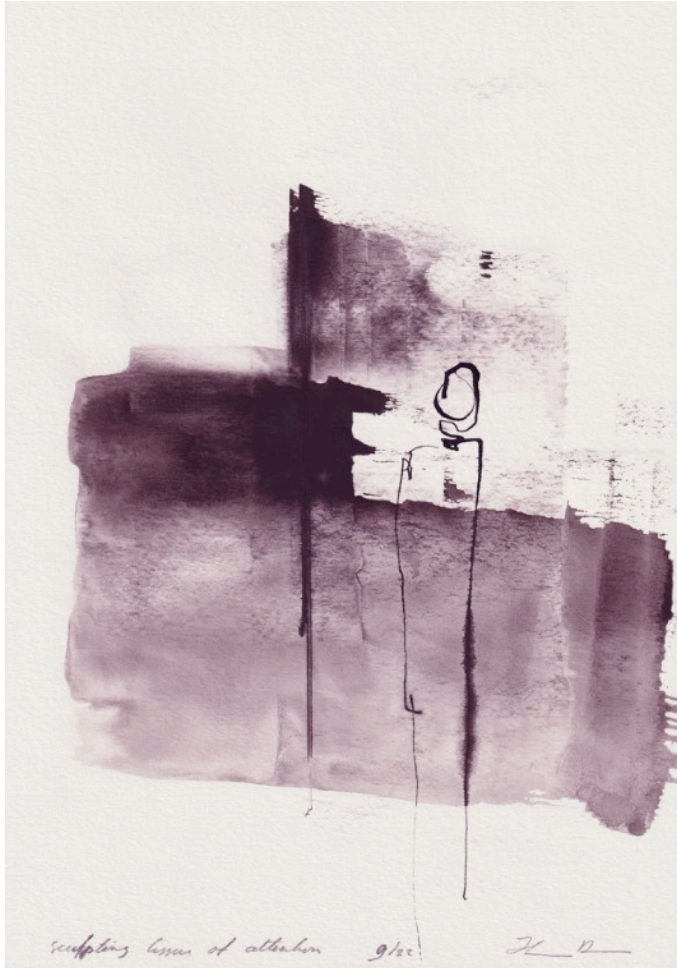
evoked by contemporary art and the dialogues contemplating the meaning of the works encountered

while unveiling the unasked questions

tailor-made interventions for individual leaders and teams

involving curiosity and wonder

set around a visit to a museum or gallery

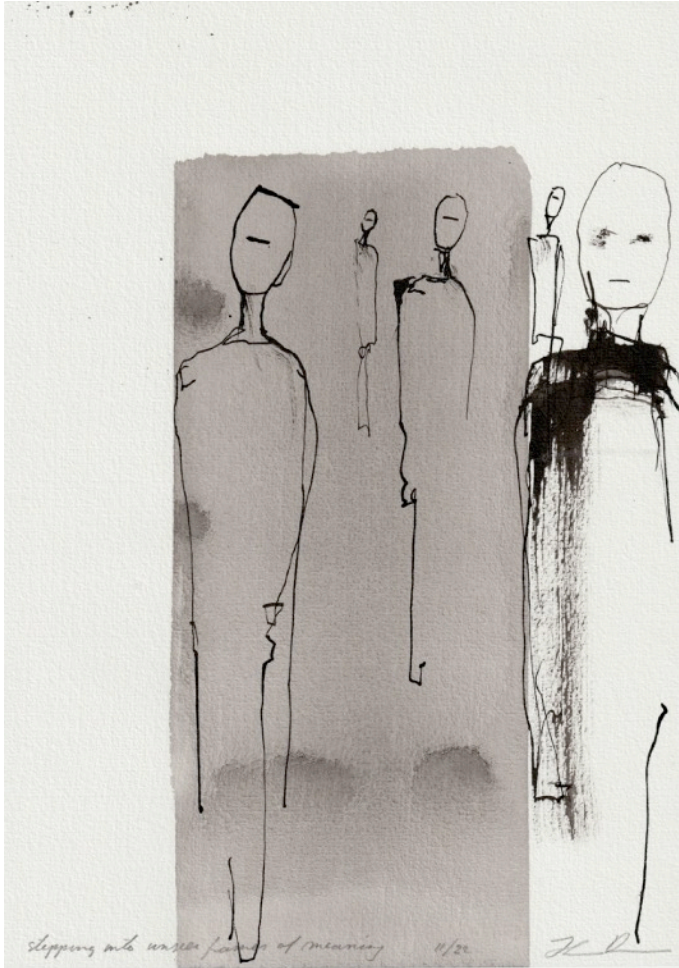


sculpting the tissue of attention

arrive at deeper levels of attention and connection
through artful means of interaction
moulded into distinctive formats and practices

enabled by the inevitably experienced freedom to
experiment and by assessing the outcomes towards
practical applications for an organisational reality

a set of dedicated experiments and supportive
learning sessions for effective participation
guided by the framework of possibilities of
somebody and something, with teams that create
leverage



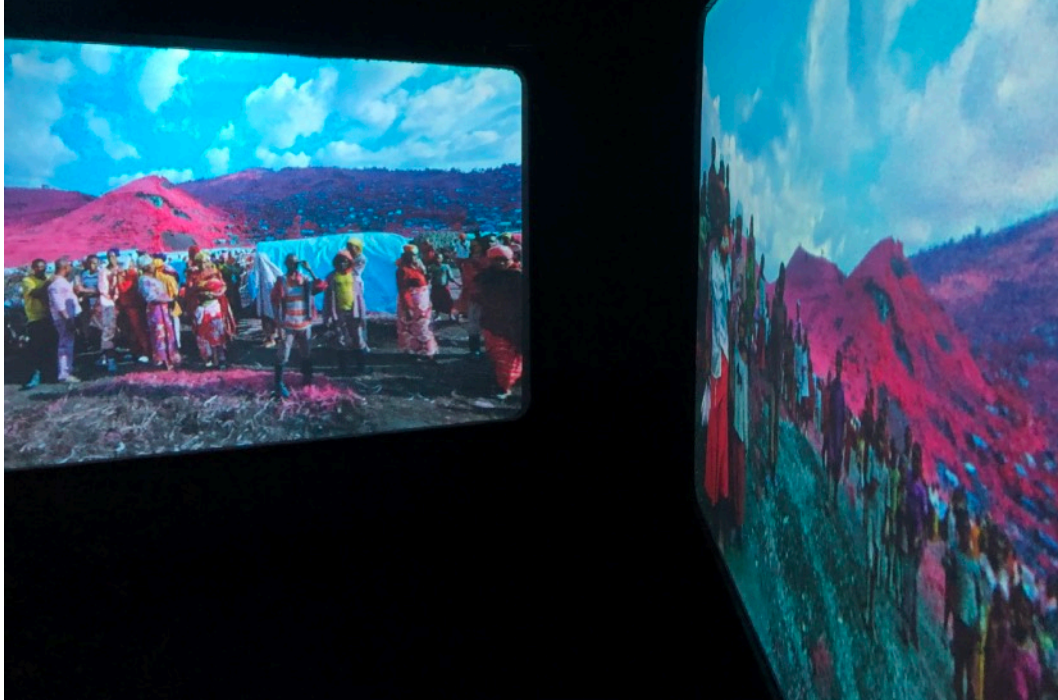
stepping into unseen frames of meaning

extend and strengthen the dimensions of the
relevance of your organisation,
conceptually and materially

shaped by exposure to unfamiliar references and
radical envisioning, curated into expressions to
provoke thought and movement, building on
tensions to shape new equilibria

an iterative programme of art-driven work
sessions with leaders, provocateurs and
consolidators

interventions to activate a larger audience



recently i saw the video installation 'the enclave'
by richard mosse, in centraal museum, utrecht

i was completely overwhelmed
it made me tremble, wonder, fear
wanting to go and stay at the same time

humbly, it reconfirmed my aspiration
to extend the impact and meaning of art
to organisations, for the better

the three trajectories in more detail

thinking with your eyes

An extensive dialogue started by viewing contemporary art.

The objectives of this trajectory are to:

- see the extraordinary expression of artists dealing with the human condition
- look at one's organisation with different eyes
- restate one's position to the means and scope of leadership
- identify items on the leadership agenda that need more attention

The intervention is centred around a visit to a museum or gallery and connected to the context of the organisation.

Stordes provides a visual reflection on the visit for further reference. The first encounter may see one or more follow-up dialogues to deepen insights and define next steps.

The trajectory fits both an individual approach and a leadership team setting.

sculpting the tissue of attention

A project for organisational experiments for meaningful attention.

The objectives of the project are to:

- increase awareness and the degrees of freedom relating to attention
- execute artful experiments to discover innovative means and formats of interaction
- implement the successful trials in organisational practises
- enrich collaboration and understanding through profound attention
- maintain a self-managed cycle of reviewing and enhancing interaction practises

The scope and management of the project is defined according to a required focus on specific organisational units, audiences or business processes.

The project is aimed at teams at various levels who are directly involved in setting up and executing the experiments. The teams are supported and challenged in learning and evaluation sessions. Designers and artists may help to shape the experiments.

Normally, a project is completed within six months.

The project can fit well in management / organisational development initiatives.

stepping into unseen frames of meaning

An iterative programme of art-driven work sessions.

The objectives of this programme are to:

- open the mind to the wonders and paradoxes of human existence
- build strong images of the purpose of the organisation
- internalise personal pictures of choices and consequences
- promote a creative attitude in materialising the organisation's relevance

The programme centres around notions and strategic issues reflecting the specific the organisation. It is executed in various art rich settings with diverse sets of participants and moves between stretching imagination, recognising juxtapositions and investigating synthesis.

The programme takes typically about 3 months to be completed, finding a balance between diminishing marginal progress and time needed for things to sink in.

The outcomes consist of distinctive texts, images, objects, interventions to engage with the people in the organisation.

The programme can enhance strategy development and can provide anchors for execution.

p1:
Giuseppe Penone, *Rovesciare i propri occhi*,
1970
photo: hein duijnstee

p10:
Ricard Mosse, *The Enclave*, (2013)
photo, video still: hein duijnstee

other pages:
all drawings by hein duijnstee

art as power update #20
november, 2022

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