

## Foreword

Management and art – do these two fit together? Is an investment into art "worthwhile" from a shareholder's point of view? Regardless of the answer to these questions, a number of international companies establish large art collections or offer related art programmes for their human resources, their clients or the general public in recent years. The size of these art collections or the amount of funding available has in some cases reached a dimension, which from an economic point of view justifiably questions whether such a commitment or investment is at all advisable. This situation raises numerous more questions and problems, in particular concerning the direct or indirect benefits that can be expected from the arts in the corporate environment, notwithstanding the methodological problem of measuring their success. Depending on the interests or perspectives involved, very different aspects are in the spotlight, e.g. art as a financial investment, as a public relations tool or as a tool in human resource development.

The author of this book concentrates primarily on the impact of art respectively art experience on human resources' general perception and their perceptual competence. In doing so she is breaking new ground in research, since until to date only very few studies have been concerned with the questions above and with the particular subject of this doctoral thesis. The reason for this lies in the fact that research into such subjects requires an extremely interdisciplinary approach integrating knowledge from diverse areas such as the arts, management, philosophy and psychology. These areas have few common points of reference, neither historically nor institutionally, and it is the particular merit of the author that she undertook research into this challenging subject. The author demonstrates remarkably well, both from the philosophical and the psychological perspective, the impact of art on our perception. It becomes clear that managers are subject to manifold biases and limitations in their perception process, which in turn have negative impact within enterprises, in particular on decision-making processes. At this point art and art experience can be valuable tools in bringing about a change in perceptual routines, thus positively influencing management decisions and the resulting actions. The author empirically underpins her research by comprehensibly analyzing the Siemens Arts Program's "Kulturzeiten"-Project.

The present book is a milestone in the academic debate about art and management and it is, therefore, a must for all those concerned with this subject. Artists, researchers, human resource developers and managers will discover a wealth of new insights and valuable stimuli.