Kunst am Arbeitsplatz – Unternehmenskunstsammlungen

Art in the Workplace – Corporate Collections

Many companies maintain their own art collections. In the realm of international corporations (e.g. Deutsche Bank) or research institutions (e.g. KIT) art collections have become a commonplace. But what is the purpose of these collections? Are they thought of as room decoration? Or as inspiration for the staff? As creating a public image? How are these collections structured? The course investigates different corporate art collections in Germany as exemplary of this practice. As final event an excursion to Frankfurt is planned where various collections can be visited, mainly the ones of Deutsche Bank.

Mag. Andrea Stengel
Di 10.00-11.30 Uhr
Beginn: 3.11.2020
Ort: online/Seminarraum KG/auswärts (EX)