

# Aesthesis

International journal of art and aesthetics in management and organizational life



Strati  
AESTHETIC DISCOURSE  
IN ORGANIZATIONS

Bereson  
UNWRAPPING CHRISTO

Verdi  
ART FASHION CITY

Warren  
ORGANIZATIONAL  
TOPOPHILIA

Scalfi  
UNTITLED 2004 # PARIS

Pope  
iDREAM.....

Poulson  
PORTFOLIO

Nuur  
WE SHARE AIR

# AESTHESIS: INTERNATIONAL JOURNAL OF ART AND AESTHETICS IN MANAGEMENT AND ORGANIZATIONAL LIFE

This journal is published by THE AESTHESIS PROJECT: The Aesthesis Project was founded in January 2007 and is a research project investigating art and creativity in management and organizational contexts. The project has its roots in the first Art of Management and Organization Conference in London in 2002, with successive conferences held in Paris and Krakow. From those events emerged an international network of academics, writers, artists, consultants and managers, all involved in exploring artistic experimentation and intellectual exploration in the context of management and organizational research. The Aesthesis Project will be developing extensive research and artistic projects internationally, with academic research fellows and associate creative practitioners, publications and consultancy.

## EDITORS

Ian King, Essex Management Centre, University of Essex, Colchester, UK

Jonathan Vickery, Centre for Cultural Policy Studies, University of Warwick, Coventry, UK

Ceri Watkins, Essex Management Centre, University of Essex, Colchester, UK

## EDITORIAL COORDINATOR

Jane Malabar

aesthesis@essex.ac.uk

## EDITORIAL ADVISORY BOARD

Dawn Ades, University of Essex, UK

Daved Barry, Universidade Nova de Lisboa, Portugal

Jo Caust, University of South Australia and Editor, Asia Pacific Journal of Arts and Cultural Management

Pierre Guillet de Monthoux, University of Stockholm, Sweden

Laurie Heizler, Wright Hassall LLP, Leamington Spa, UK

Stephen Linstead, University of York, UK

Nick Nissley, The Banff Centre, Canada

Antonio Strati, University of Trento and Siena, Italy

Steve Taylor, Worcester Polytechnic Institute, USA

## DESIGN & ART DIRECTION

Jonathan Vickery

## DIGITAL ARTWORK

Integra Communications, Oxford

## PRINTER

Warwick Print, University of Warwick, Coventry, UK

The editorial team would like to thank the advisory board, contributors, reviewers, design and production teams, together with numerous others (far too many to mention) who have been so generous with their support and encouragement since the inception of this venture.

<http://www.essex.ac.uk/aesthesis/>

**The views and assertions articulated in this publication do not necessarily represent the views or judgements of the editors or The Aesthesis Project.**

ISSN 1751-9853

Aesthesis © 2007: The Aesthesis Project



# CONTENTS

INTRODUCTION

Editorial // 6

**THERE**  
Navid Nuur // 10

**SENSATIONS, IMPRESSIONS AND REFLECTIONS ON THE  
CONFIGURING OF THE AESTHETIC DISCOURSE IN  
ORGANIZATIONS**  
Antonio Strati // 14

**ART AND FASHION IN A  
RESPONSIBLE CITY**  
Laura Verdi // 23

**UNWRAPPING CHRISTO**  
Ruth Bereson // 28

**WHY USE A PICTORIAL  
PERFORMANCE IN A SEMINAR ON  
ENTREPRENEURSHIP?**  
Hervé Colas & Florence Kutten // 34

**ORGANIZATIONAL TOPOPHILIA: THE COUNTRYSIDE  
AND AESTHETIC PLEASURE AT WORK**  
Samantha Warren // 36

**UNTITLED 2004 # PARIS**  
Anna Scalfi // 46

**I DREAM..... SEVEN DEADLY SINS SERVICES 1 MILE**  
Nicholas Pope // 48

**PORTFOLIO**  
Chris Poulson // 55

**WE SHARE AIR**  
Navid Nuur // 63

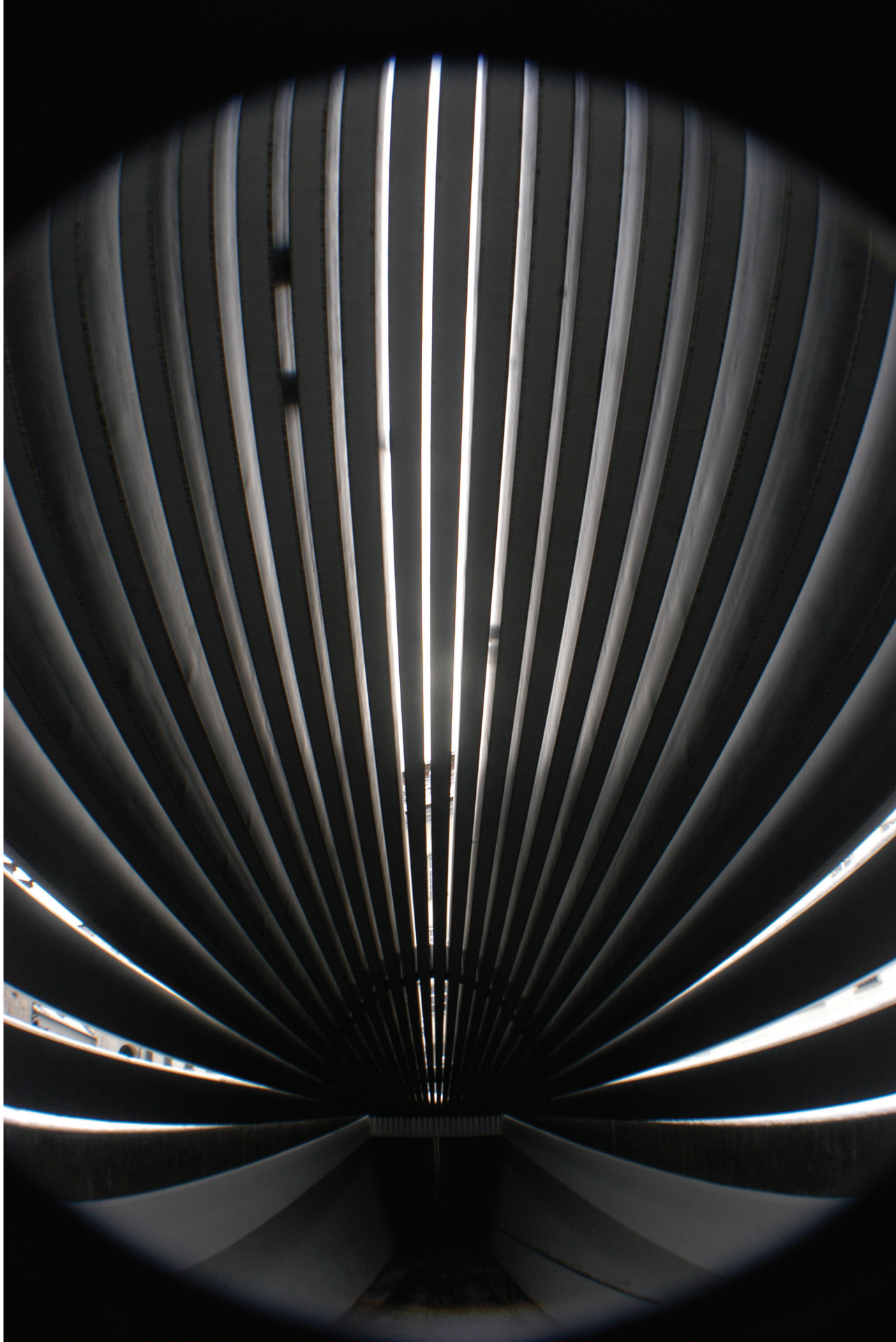
THE FOURTH ART OF MANAGEMENT AND ORGANIZATION CONFERENCE // 66

SUBMISSIONS // 74

CHRIS POULSON

PORTFOLIO

Centralisation



22 Jan 2001 LOCATION: St. Gallen, CH. 1/125 sec at  $f/5.6$ . Focal length 24mm with fisheye adapter. Nikon D100.

Decentralisation



9 Sept. 2002 LOCATION: London Eye. 1/10 sec at f/3.3. Focal length 24mm with fisheye adapter. Nikon D100.

Evolution of management from classical to modern to post-modern



23 May 2001. LOCATION: The City, London (from Shakespeare's Globe). 1/400 sec at f/4.5. Focal length 130mm. Nikon D100.

Modern vs. Classical Management



28 May 2001. LOCATION: The City, London. 1/400 sec at f/9.5 Focal length 32mm. Nikon D100.





7 June 2001 LOCATION: Port of Long Beach, California 1/50 sec at f/4.0. Focal length 40mm. Nikon D100.



9 May 2002. LOCATION: St. Gallen, CH. 1/8 sec at f/4.5. Focal length 155mm. Nikon D100.

Changing reflections on management



20 Jan 2001 Location: Milan. 1/250 sec at f/5.6. Focal length 112mm. Nikon D100.

Chris Poulson is Senior Lecturer in the Faculty of Business at the University of Tasmania, Australia.  
Email: tascat@mac.com

A

CREATIVE  
FRAGMATISM



At Vital we'll never  
promise you the world.

We'll give you honest counsel,  
smart thinking and effective  
creative solutions.

But without the fluff.

Vital®

creative communications

[www.getvital.co.uk](http://www.getvital.co.uk)