

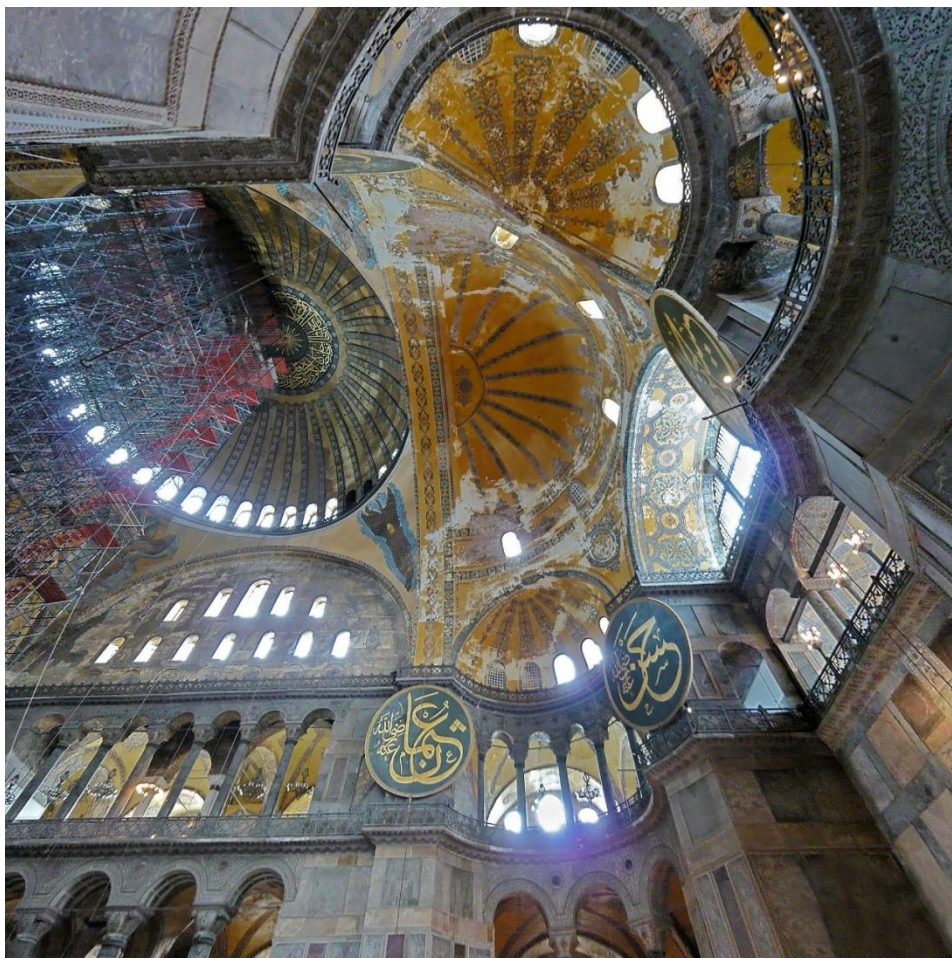
The Fifth Art of Management and Organization Conference

To be held at *santralistanbul*, Istanbul, Turkey
31st August – 3rd September 2010

Stream 2: Visual Imagery in the Art of Management

- Chris Poulson, *Photographer and sometime professor (San Diego)*
- Fernando Miguel Pereira Alves, *Management professor and architect (Lisbon)*
- Virginia Goes, *Painter and fulltime committed artist (Lisbon)*
- Garance Maréchal, *Lecturer, apprentice photographer and sometime model (Liverpool)*
- Michelle Massie, *Art museum docent-in-training (San Diego)*

Contemporary and historic, at the crossroads of cultures, Istanbul is a visual feast, or at least, appears to be so. An iconic building of the city whose architecture, history and space testify to dramatic cultural transformations, Istanbul's Hagia Sophia pictured below (from Wikipedia) displays the richness of visual images and their link to organized realities, past and present. The transposition of this building from patriarchal basilica of the Eastern Orthodox Christian Church, which it was for a millennium, to mosque in 1453 and then to museum in 1935, manifests artistic, cultural and organizational changes in a physical form.



How one visually experiences the intensity of Haiga Sophia's space is a function of framing. Images range in scale from the very large (the building as a whole) to the filigree micro decorations (the very delicate images within this massive work of art). John Berger's (1977) seminal work "Ways of Seeing" shows how art can frame part of experience, revealing hidden and unseen dimensions. [Berger's 1980 book "About Looking" is another source of valuable insight!] That process of framing is the basis of this stream – the nexus of perception and cognition as presented in visual images - and we invite contributions that illustrate the process, stimulate the process, perform the process, challenge and disrupt the process, or discuss and analyze the process in painting, drawing, photography or other visual formats in its attempt to portray, understand, criticize, confront, elude... or memorialize management and organization life. We are particularly interested in how the artist, painter or photographer expresses their subjectivity in choosing and framing their the subject, and use techniques - such as the photographer's altering exposure and depth of field - to isolate and highlight what the ordinary eye may not observe.

Art and visual images can be conveyors of organizational values and cultures and can highlight key aspects of organizational identity. For example, the art collection of Australian/South African industrial giant BHP/Billiton art collection was made to reflect the new, post-merger corporation and convey a new impression of corporate social responsibility. Visual images can form an organizational ethnography; can illustrate organizational processes and can even ironise or critique organizational behaviour and corporate hype. Visual images can present desired but not yet realized organizational futures, or can be used to stimulate creative responses.

For this stream we welcome a wide range of images and forms of contributions. Presentations may cover the ground from an illustrated analytical paper to a visual exhibition with minimal commentary as long as some link is made to aspects of the art of management and organization and their cultural settings in which they are found, are all welcome. Original works are encouraged but we recognize the limitations of size and the difficulties of transport. We will endeavour to do hope to arrange a display space where conferees may view works during breaks as well as in more formal presentation sessions. We also encourage presentations that actively involve participants in diagnosis and discussion of images. Let us know of any technical requirements you may have in your submission.

We hope to present, perhaps in a continuous showing, a 20-minute tape of a Yale Medical School course which makes use of paintings from the Yale Center for British Art in teaching clinical medical diagnosis. If you practice or are familiar with a comparable method of sensitising managers and executives to the human climate and environment of their organizations, we'd love to see it.

Submissions:

Abstracts (of 500 words approx.) for papers - but we will accept any form of media submission you feel appropriate - should be sent to the stream conveners (as detailed below*) and copied to Jane Malabar at artofman@essex.ac.uk by 1st Jan 2010.

*Abstracts (Word/pdf) and images (jpeg/pdf), as well as questions, may be submitted to: Chris Poulson (University of San Diego)(cpoulson@sandiego.edu or cfpoulson@me.com (use both to be safe!). Questions may be directed to one or more of the convenors through Chris.)

References:

Berger, J. (1977) *Ways of Seeing*. London: Penguin Books
Berger, J. (1980) *About Looking*. New York: Vintage International