

Making art as (transformative process of) organisational research.

Art-based methods in “Atmospheres of craft”

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Purpose of the paper

The study discusses the art-based research (ABR) as a method to inform practice-based organisational studies. It will specifically investigate how ABR might be used in conjunction with organisational research to analyse business phenomena, in this case connected to craftsmanship, building on recent experience from an ongoing European project. A group of Italian artists, the D20 Art Labs, studied the ecosystems of craftsmanship in Dals Langed, Bornholm, Venice, and Bassano del Grappa as part of the Horizon Europe Project HEPHÆSTUS (Heritage in EuroPe: new tecHnologies in crAft for prEServing and innovaTing fUtureS). This completely novel method invites consideration of how ABR might be understood and processed to produce important data and aspects for the field of organisations studies.

The D20 Art Lab's work was showcased in an exhibition called "*Atmospheres of Craft*", which featured an installation in which the art video flanked the sound exploration, and the postcard images made explicit contents linked to the objects, true souvenirs of an exploratory journey into the territories under investigation. There is a lot of evidence that art-based research may constitute (or replace?) social research, but there aren't many studies that show how this process is concretely mirrored and nurtured by organisational field research in management (and vice versa).

The novelty of this work therefore lies in providing suggestion of how ABR can constitute a useful investigation methodology for organisational studies and how this methodology can be applied in practice. How is artwork read? What aspects are beneficial in organisational research? What types of information and data may be gathered? How can we organise the findings of art-based research? What can be learned about organisations through the creative gaze? These are some of the questions that will be addressed. Atmosphere as a social and industrial subject will

be the main topic of this in-depth investigation: what kind of narrative is formed about companies and the craft ecosystem? What unique components and traits does the artistic gaze provide and how does it contribute to management studies?

According to the paper, art-based research can bring useful insights into scientific approach provided the researcher can grasp the stimuli and validate them through fieldwork. In any case, ABR provides emotional, visual and transformative inputs that allow complicated content to be communicated in an intangible and intuitive manner, offering valuable aspects to circumscribe scientific study and the in-depth exploration of significant organisational issues.

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