

Artistic experimentation as a catalyst for rethinking research

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Abstract

The primary objective of this paper is to examine, both theoretically and empirically, two distinct approaches through which artistic research intersects with academia. This examination is undertaken to critically evaluate the paradigmatic tensions arising from the juxtaposition of unfettered artistic exploration and the escalating pressures for demonstrable outcomes, accountability, and process transparency inherent in managerial contexts.

Consequently, the theoretical underpinnings of artistic interventions within organizational settings will be explicated, emphasizing the academic community's exploration and application of such modes of artistic inquiry. Conversely, the methodology of art-based research will be delineated, emphasizing its utilization of artistic modalities to investigate phenomena through a scientific lens. Moreover, prominent theories positing academic research as constraining artistic experimentation will be outlined. Finally, drawing upon three case studies conducted within academic environments, a novel methodology will be proposed to mitigate the encroachment of increasingly institutionalized approaches towards the arts.

Keywords: artistic research, artistic interventions in organizations, art-based research, management studies, academic research.