

Corporate Art / pptArt® MANIFESTO

Artist's name Alexander Ponomarev

Signature



pptArt®

Contrary to common and established perception, pptArt® manifesto means the corporate world can be the object of art.

pptArt® is a manifesto for Corporate Art, where ppt is the acronym for most popular Corporate language.

Since its launch in 2013, pptArt® manifesto has been signed by over 1,000 artists, mostly from the United States (70%), Italy (15%) and the UK (15%).

Contrary to common and established perception, pptArt® manifesto means the corporate world can be the object of art.

1. The traditional relationship between the Corporate world and the arts is a one-way affair limited to patronage. Though organizations may endorse, support and encourage the arts, they do not necessarily have nothing to offer from a business perspective.

2. The gap between the two worlds has widened in recent years. On one side, brands are perceived as a cash cow, a source of revenue and profit. On the other side, the arts are considered the indispensable temple of freedom and creativity, where people can express thoughts, emotions, beliefs and ideas through the senses.

3. By reducing the dialogue with the complexities of the corporate dynamics, the arts have deprived themselves of an interesting field of expression.

4. Contrary to common and established perception, pptArt® manifesto means the corporate world can be the object of art. A bisociative represents an active agent which contributes to the progress of society. Bisociative is a process of association, research, establishes bridges and professional relations across cultures. Its complexity can be a source of beauty.

"Good business is the best art"
Andy Warhol

www.pptArt.net

pptArt®

Contrary to common and established perception, pptArt® manifesto means the corporate world can be the object of art.

pptArt® is a manifesto for Corporate Art, where ppt is the acronym for most popular Corporate language.

Since its launch in 2013, pptArt® manifesto has been signed by over 1,000 artists, mostly from the United States (70%), Italy (15%) and the UK (15%).

1. The traditional relationship between the Corporate world and the arts is a one-way affair limited to patronage. Though organizations may endorse, support and encourage the arts, they do not necessarily have nothing to offer from a business perspective.

2. The gap between the two worlds has widened in recent years. On one side, brands are perceived as a cash cow, a source of revenue and profit. On the other side, the arts are considered the indispensable temple of freedom and creativity, where people can express thoughts, emotions, beliefs and ideas through the senses.

3. By reducing the dialogue with the complexities of the corporate dynamics, the arts have deprived themselves of an interesting field of expression.

4. Contrary to common and established perception, pptArt® manifesto means the corporate world can be the object of art. A bisociative represents an active agent which contributes to the progress of society. Bisociative is a process of association, research, establishes bridges and professional relations across cultures. Its complexity can be a source of beauty.

"Good business is the best art"
Andy Warhol

www.pptArt.net

pptArt®

Contrary to common and established perception, pptArt® manifesto means the corporate world can be the object of art.

pptArt® is a manifesto for Corporate Art, where ppt is the acronym for most popular Corporate language.

Since its launch in 2013, pptArt® manifesto has been signed by over 1,000 artists, mostly from the United States (70%), Italy (15%) and the UK (15%).

1. The traditional relationship between the Corporate world and the arts is a one-way affair limited to patronage. Though organizations may endorse, support and encourage the arts, they do not necessarily have nothing to offer from a business perspective.

2. The gap between the two worlds has widened in recent years. On one side, brands are perceived as a cash cow, a source of revenue and profit. On the other side, the arts are considered the indispensable temple of freedom and creativity, where people can express thoughts, emotions, beliefs and ideas through the senses.

3. By reducing the dialogue with the complexities of the corporate dynamics, the arts have deprived themselves of an interesting field of expression.

4. Contrary to common and established perception, pptArt® manifesto means the corporate world can be the object of art. A bisociative represents an active agent which contributes to the progress of society. Bisociative is a process of association, research, establishes bridges and professional relations across cultures. Its complexity can be a source of beauty.

"One and three logos" is the manifesto open of the pptArt movement. It maintains that the Corporate World, through its formal and conceptual representation, the logo, can be the object of a work of art.

"One and three logos" is a threefold representation of a computer logo. Its key message is that the corporate world, as a conceptual representation (the logo), can be the object of a work of art.

"One and three logos" opened the "Corporate Art" exhibit in 2013 at the Galleria Nazionale d'Arte Moderna in Rome.

www.pptArt.net

CORPORATE ART

"One and three logos" on the cover of the catalogue of the 2013 Corporate Art exhibit at GNAM (Galleria Nazionale d'Arte Moderna) in Rome.

"One and three logos" on the cover of the catalogue of the 2013 Corporate Art exhibit at GNAM (Galleria Nazionale d'Arte Moderna) in Rome.