

pptArt® is a brand and communication agency working exclusively with artists.

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

The pptArt® manifesto has been signed by over 2,300 artists from 72 countries, mainly from the United States (20%), Italy (20%) and the UK (10%).

www.pptArt.net

ART-BASED EXECUTIVE EDUCATION

FOSTERING CREATIVITY

What is the value-creation potential of the arts?

Get inspired by this thought-provoking seminar based on Luca Desiata's course at Luiss Business School in Rome. A fascinating journey into: the historical relations between art and advertising, art as a celebration of important transactions, the corporate image represented through the work of artists, art as a financial investment, contests of artists for the launch of new products and other collaborations beyond patronage.

Also available as a key-note speech for corporate events.

THE CORPORATE DNA

Art as a guideline to explore your corporate DNA.

Engage your executives into this challenging two-day training on the founding traits of your company.

Art stimuli are alternated with analyses of the internal company structure (strategy, leadership model, values) and the interactions with the external world (corporate social responsibility, communication and marketing). This path will lead you to the elaboration of a visual representation of your corporate DNA. To be held in a wellness center or a museum to stimulate creativity.

For more info, please contact one of our agents at info@pptart.org