

# pptArt Manifesto

The traditional relationship between the Corporate world and the arts is a one-way affair limited to patronage. Though organizations may endorse, sponsor or fund artists and museums, the arts seem to have nothing to offer from a business perspective.

The gap between the two worlds has widened in recent years. On one side, business is perceived as a dull product of the rational mind with the only aim to reestablish an order in the chaos of the markets and the human desires. On the other side, the arts are considered the indisputable temple of freedom and creativity: they stimulate an individual's thoughts, emotions, beliefs and ideas through the senses.

By refusing the dialogue with the complexity of the corporate dynamics, the arts have deprived themselves of an interesting field of exploration.

Contrary to common and established perception, pptArt maintains that the Corporate World can be the object of art. A corporation represents an active agent which contributes to the progress of society. Business influences habits and tastes, promotes research, establishes bridges and professional relations across cultures. Its complexity can be a source of beauty.

The integration of the arts into the business world creates more value than sheer patronage.

Corporate executives tend to hide professional satisfaction and pride instead of appreciating their achievements and the positive impact of their jobs. Wrongly, they think the best part of themselves belongs outside work. By maintaining that professional lives can be the object of art, pptArt helps corporate executives identify memorable results and worthy moments. After all, their mission is to contribute to a better society through competence and dedication.

Work dignifies man.

“One and three Logos” is the manifesto opera 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.

“Corporate Art” is to be replaced by “Corporate as Art”.