



AESTHETICS AND ART-BASED METHODS FOR RESEARCHING MANAGEMENT AND ORGANIZATION

When: May 20-24, 2019

Where: Uppsala University Campus Gotland

With: Professor Pierre Guillet de Monthoux and Associate Professor Jenny Helin, Department of Business Studies, Uppsala University

Background

Based on a reconsideration of classical *aisthesis*, the “aesthetic turn” is concerned with researching the ordering of material sense experience as a major force in the shaping of contemporary existence. How does aesthetics participate in shaping social realities? How does aesthetics materially organize and control what can be felt and experienced as reality? How does aesthetics form ethical prerequisites for transforming social praxis? This course aims at experimental developments of art-based research methods for inquiring into the “new aesthetics” and its “new ethics”, in particular in relation to the domain of organization and management studies. To that aim, this one-week intensive course offers a combination of lectures, seminars, and workshops, housed on the beautiful island on Gotland. Selected guests, from academia as well as artists, will be part of the course team making sure a diversity of issues will be addressed in relation to the course theme.

Where to Start? Start with Art!

As a starting point in the course, classical approaches to aesthetics will be discussed. From there, we proceed with in-depth elaborations of three themes; the “new aesthetics”, “new ethics” and “new research agendas”. For a social science research confrontation with an art-work we embark on experimenting with the method of Economic Ekphrasis (Guillet de Monthoux and Wikberg, forthcoming).

New Aesthetics - Amongst the most recent suggestions by social science to renew aesthetics we will partly examine suggestions by Boltanski and Esquerre (2017), Böhme (2017), Reckwitz (2017) and Strati (forthcoming).

New Ethics - The material confrontation with art opens up aesthetics leading, in turn, to ethics. We aim at familiarizing with this idea through the works of Boltanski and Chiapello (2005), Bourriaud (2009)

and Ranciere (2013). How ethical claims of aesthetics differ from the traditional systems of ethics in economics and critical theory will be further discussed from the work of Latour and Leclercq (2016).

New Research Agendas –The “new aesthetics” brings questions of how to engage in research practices upfront where aesthetics research has made important links, for instance with studies on embodiment and the senses (Raviola & Zackariasson, 2016). Other ways of engaging in academic writing – to write differently – is also called for (Gilmore et al, forthcoming) and a central question become; how will the new aesthetics generate new art-based research agendas? In light of these discussions, the course participants will be asked to do a presentation of their own doctoral project in the spirit of the course.

Course registration and assessment

Number of participants is limited. Register to the course by sending an e-mail to Pierre Guillet de Monthoux: pierre.guillet_monthoux@fek.uu.se. The course will be assessed through a final paper max. 4000 words.

Literature

We will use a combination of selected readings from the course instructors and literature selected by the doctoral students, driven by their own research interests.

References

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- Gilmore, Sarah, Harding, Nancy, Helin, Jenny, Pullen, Alison, Writing Differently, *Management Learning*, forthcoming
- Guillet de Monthoux, Pierre and Wikberg, Erik. 2018. *Economic Ekphrasis*. Forthcoming
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- Langer, Susanne. 1990. *Philosophy in a new key*. Cambridge Mass.: Harvard University Press
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- Ranciere, Jacques. 2013. *The politics of aesthetics*. London: Bloomsbury
- Raviola, Elena and Zackariasson, Peter. 2016. *Arts and Business: Building a Common Ground for Understanding Society*, Routledge.
- Reckwitz, Andreas. 2017. *The invention of creativity*. Cambridge: Polity
- Strati, Antonio. 2018. *Aesthetics*. Forthcoming with Routledge