

Venice Galleries View, together with Università Ca' Foscari Venezia and in collaboration with Strategy Innovation, presents *Art and Business: Roads to Innovation*, an exhibition made to highlight the synergy between the art world and entrepreneurs.

**Venice Galleries View** is a network of contemporary art galleries based in Venice, with the common goal of reinforcing the cultural activities of the territory.

Showing a part of their projects, the galleries dialogate with the theme of social innovation, offering the opportunity to discover the new strength that arises when art and business come together.

The exhibition is part of a bigger project of the *Laboratorio di Management dell'Arte e della Cultura di Ca' Foscari* (Management of art and culture of University Ca' Foscari), that since a long time involves galleries, artists and institutions. In 2014, a new project let the enterprises creating new synergies in the research and intervention line, called "Art & Business. The exhibition is a new chapter of this process, and it's a preview of a project that will involve galleries and companies at 360 degrees, in a collaboration that will go beyond the mere direct economic support.

### **How can art be useful for companies?**

Art in companies has the ability to convey cultural values that enrich both internal and collective identity. Moreover, it can help on improving the art atmosphere, together with the productivity and the increasing of competitiveness on the territory

This project also wants to highlight the ability of the innovation to change the artistic processes through the collaboration between donors and artists, even beyond the pure patronage, during the phases of production and promotion of the work. Moreover, the collaboration with the Country, the community and the entrepreneurship have a huge impact on the increase in the value of art, and consequently on the art market.

The two worlds of art and entrepreneurship have also another thing in common: the innovation as a social responsibility.

Promoting economic growth, supporting the community and generating value through actions that are responsible for change in the ecological, social, technological and cultural fields are instruments of shared innovation.

The audience is therefore invited to reflect on the new paths that could be followed in the map for the transformation of the entrepreneurial system, in which companies, aware of their social role, can choose a way of development and innovation by accepting art in their system of categories and of processes.

*La Galleria* participates to the exhibition presenting works of art by the young and very talented duo formed by German artists Carolin Liebl (1989) and Nikolas Schmid-Pfähler (1987) who are collaborating since 2012. Their works are often sculptural, partly kinetic, or robotic, also often installative. Liebl and Schmid-Pfähler deal with the effects of technical developments on aesthetic and social aspects of human and non-human life. The medium - technology - is thereby both the carrier of social conventions and aesthetic, pictorial material. Their objects of different dimensions, forms and energetic expression examine the potential of electrical energy, the nature of this material and the self-perception of man in his relationship to it. The observation of the technical structures with their fine, apparently organic movements allows conclusions to be drawn about human characteristics in dealing with non-human actors.

On occasion of the *Art and Business: Roads to Innovation* exhibition, the duo presents three works, namely Vincent and Emily, Lineas and Siblings.

### **Vincent and Emily, 2013**

Two arbitrary robots are in a bizarre conflict between each other and their surroundings. Equipped with optical sensors they are looking for each other. However, they can not (always) distinguish their partner's signals from those of the environment. This charged relationship results in unpredictable interplays and interactions between Vincent and Emily, which have a certain analogy to human behaviour patterns.

The elasticity of the moving metal bars makes the pair's actions more supple and at the same time more unpredictable, giving their interaction additional dynamic and lightness.

### **Lineas, 2018**

Wavelike and smooth, sometimes slow, sometimes fast, fine lines like pencil drawings dance over a white surface.

Three fine wires stretched horizontally and attached on two sides curl under power. They approach each other, seem to embrace each other and let go of one another again.

On the white dance floor, an unpredictable play of light and shadow unfolds its wondrous effect.

### **Siblings, 2018**

The siblings are a group of small robots that speed around in the light and stop immediately in the dark. That's why it's best to keep the relatives playfully under a cup.

Each sibling is different, they have a base body made of plaster-ceramic from which its electronic components protrude.