



Art Thinking

Art, Meaning and Brand Leadership

Vadim Grigoryan

ISBN	9781738503575
Publisher	Cultureshock
Binding	Hardback
Territory	World
Size	250 mm x 195 mm
Pages	272 Pages
Illustrations	200 color
Price	£45.00

- For the first time in book form, Vadim Grigoryan – a former creative director for major luxury and culture brands, practicing brand strategist and artist – takes readers on a journey into the interface between art, luxury, fashion and business, drawing on his many years of experience and business courses taught at leading schools like INSEAD and the Sorbonne
- **Art Thinking** explores the notion of brands as cultural agents and how art can act as a mediator between meaning and management
- Allows readers to develop skills in constructing strategic art initiatives, managing artist collaborations, and provides insight into the artistic process of creativity
- Features seven detailed case studies of successful and less successful brand engagements with the art world (eg, Absolut, Audemars Piguet, Louis Vuitton)
- Divided into four chapters, offering a structured approach to understanding "Art Thinking"

Art Thinking takes readers on a journey into the interface between art, luxury and fashion brands and businesses. It explores the notion of brands as cultural agents and how art can act as a mediator between meaning and management. The book allows the readers to develop skills in constructing strategic art initiatives and in management of artist collaborations and provides insight into the artistic process of creativity.

Divided into four chapters and supplemented with case studies, the book is supported by Vadim Grigoryan's many years of experience, popular webinars and courses taught at leading business schools, such as INSEAD and cultural institutions, such as Sorbonne.