



# Art Thinking

## Art, Meaning and Brand Leadership

### Vadim Grigoryan

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- 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.