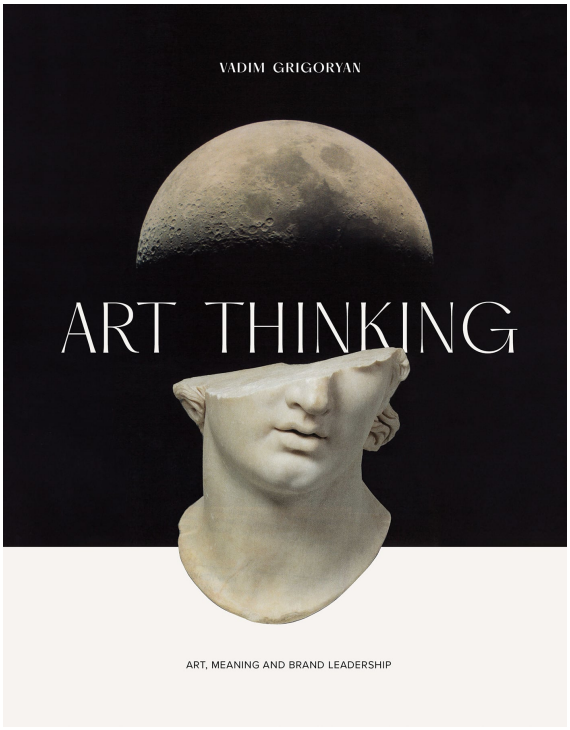
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# Art Thinking

## Art, Meaning and Brand Leadership

## Vadim Grigoryan

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| **ISBN** | 9781738503575 |
| **Publisher** | Cultureshock |
| **Binding** | Hardback |
| **Territory** | USA & Canada |
| **Size** | 7.68 in x 9.84 in |
| **Pages** | 272 Pages |
| **Illustrations** | 200 colour |
| **Price** | $60.00 |

- 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"

*"Grigoryan is superb on what marketers can learn from an artist's way of seeing."* **Elizabeth Chase**, Decorative arts and design historian, advisor, and educator at Sotheby's Art Institute

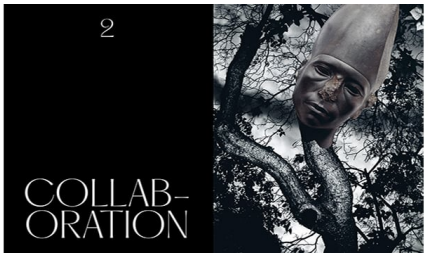
*"As someone fascinated by the intersection of luxury, culture, and value creation, I found Art Thinking both intellectually stimulating and highly relevant. Vadim Grigoryan offers a compelling perspective on how art can become a catalyst for new ways of thinking, deeper meaning, and long-term value creation. An inspiring read for everyone interested in shaping the future through cultural agency."*– **Felicitas Morhart, Dr. oec.** Full Professor of Marketing, HEC Lausanne, Université de Lausanne

***Art Thinking*** takes readers on a journey into the captivating intersection 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.

**Vadim Grigoryan** is a leading creative director and brand strategist, who advises some of the world's most prominent luxury goods companies, including LVMH and Cartier, on integrating culture into brand vision, fusing art and commerce in compelling and meaningful new ways. He is a practicing artist himself, and recently authored *Art Thinking: Art, meaning and brand leadership*, in collaboration with global arts and culture agency, Cultureshock. Grigoryan lectures on brand management and luxury at ESCP, La Sorbonne and INSEAD. He runs CREAVI, an artistic research initiative, and is a visual artist under the name Vadim de Grainville, having exhibited works in Fondation Miro and Palais de Tokyo. Grigoryan is also the co-founder of vodka brand, X Muse. Born and raised in Baku, he followed his father's footsteps as an inventor, earning a degree in robotics and systems engineering. After completing a leadership programme at Harvard and earning an MBA at INSEAD with an award-winning project for a high end Italian fashion brand, Grigoryan left rocket science for a new path in the creative industry of luxury brand marketing. During nearly 15 years at Pernod Ricard in Paris, he served as International Director of Creativity and Luxury, where he re-established Absolut's iconic art programme and oversaw the brand's return to the artworld through collaborations with leading artists and major partnerships with Venice Biennale, Documenta and Art Basel. Grigoryan lives between Paris and his home in Grainville, Normandy*La Maison des Temps*, designed in collaboration with artist Marcus Lutyens. Every room is inspired by a philosopher, thinker or writer who has changed our perception of time.







Published 25th Nov 2025