

take part in art©



*A creative workshop concept for business companies
by artist Hermann J Kassel*

Hermann J Kassel

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References:

- Robert Bosch GmbH
- GETRAG-FORD Transmissions
- College of Education, Ludwigsburg
- CMS Hasche Sigle
- German Telekom, Cologne Bonn
- KBE Bonn
- Sir Peter Ustinov Trust
- Internat. Children's Fund Friedensdorf
- Trust ZASS



„There is also the fear of an art critic to speak about an artist who cannot be pegged (...) reaching for the cornucopia of prevalent and popular isms or style labels will simply not do here (...) and fits perfectly into the remarkably complex and at the same time highly stringend and completely coherent work of Hermann J Kassel (...) he is a conceptual artist in the real sense of the word: Which means he is one of those rare artists for whom contemplating art and its essence (...) is a work of art already.“

Dr. Christiane Vielhaber
art critic & culture editor, WDR

"take part in art"



The aim of a **"take part in art"**® workshop is to energize people's creative capabilities by challenging and changing individual perceptions and procedures, because enhanced creativeness furthers business success.

A **"take part in art"**® workshop adds creative impetus to the growth of corporate culture.

Culture is no longer a "nice to have" but a **prerequisite to business success**. A prerequisite often buried in the hearts and minds of individuals who account for corporate culture – on all levels. Fine art is one effective way to look at **information relevant to your company**, and to energize and work with creative capabilities that would not be utilized otherwise.

The **"take part in art"**® workshop aims at finding and developing these hidden capabilities by encouraging employees to **look at everyday procedures from a different point of view** and be open for unusual solutions. Creating an artwork together, in co-operation with the artist, **inspires team dynamics**.

How does the concept work??

In a **"take part in art"**® workshop, the team in co-operation with Hermann J Kassel creates a work of art designed especially for the company.

Hermann J Kassel utilizes years of experience in various types of art work and art shows to design a unique work of art that represents issues relevant to your company.

The design and the development of the workshop concept are preparatory work.

During the workshop, participants are introduced to the design and to various types of creative work. They then create the artwork together. Individual capabilities are taken into consideration and enhanced in the process.

The company becomes the rightful owner of the work of art. Exhibited on company premises, it is an effective reminder of the team's creative capabilities.

The workshop is available in English and German. It takes place at the artist's studio, on the company's premises or at any other location.

The workshop usually takes one day; duration is negotiable.

What are the lasting effects of **"take part in art"**®?

"take part in art"® develops creativeness and encourages new views, new thoughts and new courses of action. Working with (company-) relevant issues and finding a way to express these creatively strengthens and widens individual as well as the team's viewpoints and enhances creative capabilities.

Creatively inspired employees trust their own intuitional ideas to solve problems and face forever changing challenges more open, confident and courageous.

The personal development as well as the artwork created during the workshop and exhibited on the company's premises change team spirit and encourage sustained business success.

"take part in art"® advances participants and the company at the same time, develops company culture and makes it radiate outwards from within.

Hermann J Kassel

PS: What a **"take part in art"**® workshop may look like in practice and how wide the range of possible implementations is, can be seen on the following pages.

PPS: I am looking forward to creating a workshop concept with you for your company.



"take part in art"®

with 30 Bosch Junior Managers
of Robert Bosch GmbH

"How do we create appreciation?"

A workshop of several days for Bosch junior managers at the factory in Homburg focussed on the exploration of company values and company culture. Taking a deeper look at respect, esteem and values is an essential part of junior managers' training at Bosch.

Hermann J Kassel used his rubber-stamp edition "ich bin wertvoll"® ("I am precious") in this **"take part in art"®** workshop to make participants aware of how appreciation develops. Junior managers were introduced to the edition by stamping "ich bin wertvoll"® ("I am precious") on the back of their hands (**part 1**).

Every form of appreciation begins with self-appreciation. Someone who says he is precious has to accept the responsibility for everything he is and does – instead of delegating it to others. When I declare and accept myself as being precious, I will come to understand and observe the responsibility and opportunities I have to create appreciation.

Equipped with stamps and cameras, junior managers then went to the company's production area and started communicating with employees there by asking them if they would have the backs of their hands stamped, too. Although they had had a guided tour of the factory the day before, they did not really have contact with the people working there. This now changed because workshop participants had to deal with various reactions and conversations. They took photos of their meetings in the production area (**part 2**).

After about three hours of studying the development of appreciation in this direct and communicative way, junior managers returned quite inspired and activated. When they finally presented their results to two other groups of workshop participants, they had come to understand and appreciate the new and unusual experience they had made (**part 3**).

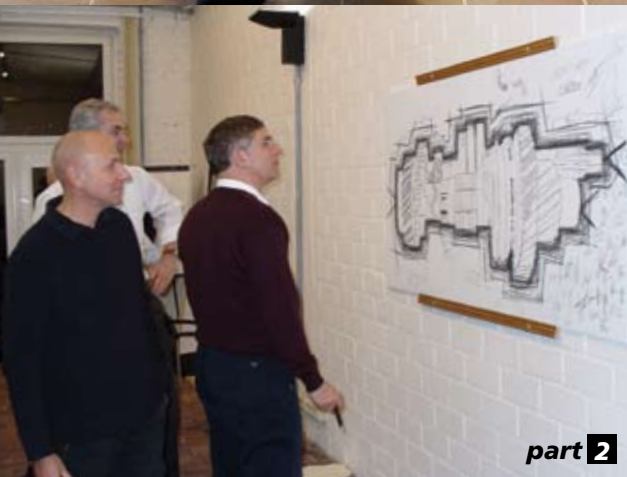
A series of photos showing "I am precious" stamps on the backs of employees' hands and some individual reports are the long-term results of the workshop. Employees also discussed the workshop and its results in the company's intranet (**part 4**).

Every junior manager kept a rubber-stamp and will be reminded of the development of appreciation everytime they use the stamp.





part 1



part 2



part 3



part 4

"take part in art"

with 45 international managers
of GETRAG-Ford Transmissions

"change the rules"

A strategy meeting with 45 GETRAG-Ford Transmissions senior managers was titled "change the rules". Their discussion of themes relevant to the company included a ***"take part in art"***® workshop.

The workshop concept focussed on the creation of two art-works – five large-sized drawings to be exhibited at Ford sites in Cologne, Bordeaux, Halewood, Gothenburg and Kechnec; and a sculpture for the reception hall in Cologne. For the drawings I used a technical transmission drawing which I enlarged and copied on the canvasses. For the sculpture I prepared a steel tower, a LED light module and 40 plates of glass á 50 x 40 x 1 cm.

To mark a break between internal discussions and the ***"take part in art"***® workshop, a master of martial arts and friend of mine started with a Yangshen pushing exercise for participants (**part 1**).

I then continued with the canvasses laid out on tables. Similar to a circle-training, participants were asked to move from one drawing to the next, tracing the technical drawings with thick pencil lines – fast and without hesitation. Doing this was a challenge for most participants since in their day-to-day work they research and develop transmissions with utmost precision. At the same time, however, they were able to see how their tracing energetically charged the original, precise drawings until these finally became works of art. The process took approximately one and a half hours (**part 2**).

This first and rather active part of the workshop was followed by a second, reflective one. Participants now took one of the plates of glass, found themselves a place in either the seminar room or the studio and worked alone for an hour. They were asked to express their thoughts on the discussion of that morning as well as general ideas, visions and hopes concerning their work and the company in words and drawings on the plates of glass. All of these have been put into the steel tower together with the LED light module. The sculpture is a beautiful, compact compendium of participants' ideas and thoughts (**part 3-4**).

Four of the canvasses created during the workshop are now in Bordeaux, Halewood, Gothenburg and Kechnec. The fifth framed drawing "ARTmission" and the sculpture "shining future" are exhibited in the reception area of GETRAG-Ford in Cologne and continue to have an inspiring effect on both employees and visitors.



sculpture "shining future" created during the workshop
2007, lobby, GETRAG FORD Transmissions



part 1



part 2



part 3



part 4



part 5



in the background:
part of artwork created
with CMS Hasche Sigle

“take part in art”®

with 120 lawyers and employees
of CMS Hasche Sigle, Cologne
international lawyers’ company

“law”

The aim of the workshop concept was to create a picture archive that can be used as an unusual communication platform. Themes were what participants come across in their day-to-day work: law; interpretation in clients’ best interest; personal conflict resulting from this.

Materials used: stones found on fields; wooden boxes by Casani, acrylic paint, pens and handmade paper.

At a distance of about 2 km to the workshop location, participants left the busses they were travelling with (**Videostill – part 1**). They then walked along fields and meadows to the factory where the workshop took place. On the way they came across a heap of stones I had put there. Participants were asked to choose one and bring it along. Carrying the stones started the workshop because participants had to deal with what they were doing. At the factory, the boulders were used for a warming-up finger exercise (**Videostill – part 2-3**).

The second part of the workshop consisted of creative work with the wooden boxes. Participants expressed their individual ideas on above mentioned themes by painting and drawing on the front of the boxes (**Videostill – part 4**). Notes they had written on pieces of handmade paper were attached to the inside of the box with a wooden peg (**Videostill – part 5**).

The final work of art is a specially designed shelf presenting all boxes together. It was handed over to the company during an official ceremony two weeks later and is exhibited in the entrance hall in Cologne.

In the morning employees can take one of the boxes ,created’ by a participant from the shelf and have a work of art in their office for a day. By reading, replying or adding to the (anonymous) notes inside the box, they continue to communicate about relevant themes in a most unusual and often inspiring way.

The shelf-installation in the company’s entrance hall never looks exactly the same as the boxes are exchanged every day (**Videostill – part 6**).



"take part in art"®

Workshop with 25 students,
College of Education, Ludwigsburg,
Prof. Dr. Ingeborg Schübler

"resistance to learning"

The workshop concept was based on the idea that resistance to learning could be compared to a field that needs to be dug over and cultivated. Materials used: 25 spades, apple trees, canvas, paint, small jars and a piece of lawn on the campus of the College of Education, Ludwigsburg. The workshop lasted two days **(part 1)**.

First, approximately 80 sqm of lawn were dug over and prepared for planting by all participants together. Since the marked piece of land was dry and hard, students had to employ both physical and mental will power **(part 2)**.

During the preparatory work, students had the opportunity to take breaks and relax, expressing on canvas their thoughts and feelings about the physical resistance they experienced during the preparatory work **(part 3)**.

After the field had been prepared, participants dug holes for the trees (apples being the symbol of life, knowledge and decision making).

Physical work was continuously interrupted by group discussions of individual and common experience. Each participant wrote down his/her own thoughts and insights. The notes were put in a small jar and buried under the apple trees. After the trees had been planted, students accepted responsibility for a tree by signing certificates of caretaking.

The lasting effect of the workshop is the fruit orchard on campus that needs to be taken care of. Once students start harvesting apples they are literally enjoying the yield of their work.

The artwork created on canvas is exhibited in the college's foyer, together with a wooden chest holding the spades and its lid showing the names of all participants and the title they chose for their work: "Fruit of resistance" **(part 4)**.



*in the background
part of the artwork
created at the college of education, Ludwigs-
burg*



part 1



part 2



part 3



part 4



in the background
corrosion print, reinforcing steel
on canvas



Schneckenkönig
gilded steel

Hermann J Kassel was born in Oberhausen in 1960 and studied sculpture at the Folkwang School in Essen and at the Academy of Arts, Düsseldorf.

His work is inspired by an in-depth examination of natural and artificial material, processes of change, sound worlds, statics and movement on the one hand and by his intuitive access to contrasting themes in nature and technology on the other.

This dialogue is expressed in paintings, sculptures, temporary installations, art in public space as well as in applied arts like design.

Extended stays in New York/USA, Namibia and South-Africa add to Kassel's way of thinking and his work.

Shows and participation in shows in Essen, Cologne, Munich, Prague, Danzig, Moscow, Cape Town, Tokyo and New York.

In his workshops "take part in art"® as held with the German Telekom in Cologne/Bonn, GETRAG-FORD Transmissions, the international legal company Norton Rose Vieregge or Robert Bosch GmbH, Kassel creates, together with workshop participants, works of art to be exhibited on company premises and thus generates results with lasting inspiring effect.

Following his belief that social commitment is not a "nice to do" but a duty, Kassel did creative workshops with the Sir Peter Ustinov Trust, the ZASS Trust or the Friedensdorf International Children's Fund.

Hermann J Kassel lives and works in Mechernich near Cologne.



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