

ART INITIATIVE

AT THE STOCKHOLM SCHOOL OF ECONOMICS





Leap of Faith (Getting Over)
Maria Miesenberger

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Front cover: **A Place in Europe** | Cecilia Parsberg, Erik Pauser,
David Martinez Escobar and Haval Murad

Back cover: **Leap of Faith (Getting Over)** | Maria Miesenberger



The Cabinet Room
Left, from top: **The First Tipii** | **Study for Manta Ray** | Sara-Vide Ericson
Right: **Fossil 3** | **Fossil 9** | Linda Bäckström

AN EDUCATIONAL MISSION FOR THE DIGITAL AGE

SINCE 1909 THE Stockholm School of Economics has collaborated with the business community and society at large to carry out a mission: To make Sweden more competitive through advanced education in the economic disciplines, with education programs designed around up-to-date research in those fields. That research and teaching continue today.

» *Education and knowledge development are processes involving not only the mind, but also the body and soul. Art has the potential to stimulate, provoke and resonate with us on multiple levels – intellectual, sensory, experiential, emotional.*«

Lars Strannegård,
Professor and President of the
Stockholm School of Economics

Yet, as the pace of change increases globally – social, political, technological and environmental change – the tools that business school graduates need also change. In our efforts to provide these tools, SSE has expanded its conception of education. Inspired by the philosopher Ingemar Hedenius, tomorrow’s successful decision makers will be “free and alive in relation to that which is uncertain”. We want to offer students a well-rounded education that prepares them to take on the world and its lack of order with humility and curiosity. We call this educational mission FREE. By defining attributes of the graduates that our community will need, this acronym helps guide the School’s educational work, communicate the nature of that work, and clarify student expectations.



The Heckscher-Ohlin Room

WE WANT TO graduate decision makers who exhibit:

F – a fact and science-based mindset. SSE is fundamentally an academic institution where facts provide the basis for all critical and analytical thinking. An ability to appraise information and evaluate various kinds of knowledge claims has always been important, but perhaps never more so than in our current era where demagoguery hides behind “alternative facts” and “fake news”, all while many citizens live within filter bubbles.

R – reflection and self-awareness. While these qualities take many forms, SSE’s graduates should understand their roles in the world, the impact they have on others and on finite resources, all with an awareness of their own values, their personal preferences and, ideally, with insight into the sources of those values and preferences.

E – empathy and cultural literacy. These characteristics distinctly distinguish human decision makers from the computers, robots and AI systems that will change the work content of the future. These characteristics rest upon an ability to cross boundaries and understand others on their own terms, as SSE graduates will meet and collaborate with others across many national, cultural, professional and conceptual boundaries.

E – entrepreneurship and responsibility. These attributes combine because true entrepreneurs take risks and accept responsibility for their actions and decisions. Graduates who merge creative change and personal accountability will challenge the status quo in order to improve enterprises, communities and society as a whole.

SSE’s traditional expertise in economics, finance and business administration represents the core, but other elements of FREE are needed to prepare decision makers for the future as it seems to unfold.

THE EVOLUTION OF SSE ART INITIATIVE

SSE ART INITIATIVE has developed into a multi-faceted program and a critical component of the SSE educational experience, helping students become more reflective, more self-aware and more culturally literate. The art initiatives at SSE started with a video art exhibition curated by Magasin 3 in Stockholm. Thereafter, thanks to the generous support of alumni, corporate partners, and friends of SSE, the School has established a permanent art collection, which includes works by highly regarded Swedish and international artists. These artworks are integrated throughout the School environment, allowing students to see art often, to consider its meaning and to discuss it with each other. Our continuing aim is to expand the permanent collection through donations. The School also hosts temporary exhibitions, curated in close collaboration with art galleries and foundations. In the Bonnier Staircases, a magnificent selection of

artworks by contemporary Swedish artists is currently on loan from the Maria Bonnier Dahlin Foundation.

Art Initiative's activities incorporate a strong focus on video art. Every month, a new work of video art is curated on the large screen in the SSE Atrium. These artworks have been made available to SSE through our partnerships with selected galleries,



Art Division students in The Board Room with Art Initiative's Tinni Rappe (standing), from left: Caroline Heuwing, Erik Luo, Ingrid Törnkvist, David Magnusson and Stina Stjernqvist

Magasin 3, Moderna Museet, Statens Konstråd, Liljevalchs Konsthall, Bonniers Konsthall, LUMA Arles, Thyssen-Bornemisza Art Contemporary and Haeusler Contemporary in Munich.

As with most activities at SSE, the aesthetic initiatives include a high level of student participation. Art Division, a student association unit, joins Art Initiative in arranging five Art Talks per semester. Our Art Talks are exploratory conversations on art, society, the social sciences and many of their predictable and unpredictable contact points. They draw their audiences from SSE students, faculty, staff and the greater Stockholm community.

In the very popular Natur & Kultur Literary Agenda, students read seven contemporary works of fiction (and some non-fiction) per year and discuss them in small groups led by faculty and staff. The books are selected by an advisory board of

literary critics and editors. We arrange author talks and writing workshops together with the SSE Library and external partners.

Art Initiative also hosts lunch concerts and other musical performances in the SSE Atrium for students, faculty, staff and members of the community. The concerts create a stimulating and dynamic atmosphere while bringing the art of music to bear on the SSE aesthetic experience.

In 2020, SSE offered bachelor students the first-ever Art Initiative elective course, "Art and Luxury".

In collaboration with the SSE Center for Arts, Business and Culture (ABC), an academic research center, Art Initiative actively explores the role of arts and aesthetics in our economy. Among other things, that work serves as a basis for new initiatives and discussions about how to integrate the art and humanities into a rich and relevant business-school education. One outcome of such discussions was that SSE faculty were asked to support New York University's Stern Business School in their efforts to make art accessible and relevant within their business and society programs. ABC's Methods Lab, started by a group of PhD students,



Art Division cooperates with CBS Art and Pro Arte, student art groups from Denmark and Switzerland. Here at Andersson/Sandström with SSE students Paula Vega and Sofia Hänniger to the left, Claire Holm Chow third from right

is an incubator of methodology-focused discourse and experiments in new methods that range from the sciences and humanities to art-based approaches at SSE.

Finally, Art Initiative has become an important element in attracting interest and support from outside of the traditional SSE

community. This in turn, allows the School to attract a more diverse set of students, faculty and staff and to engage in new ways with our local community. By having Art Talks, exhibitions and symposia, SSE opens the oak doors at Sveavägen 65 and welcomes all of Stockholm into the School of Economics.

WHY ART AT SSE?

WHILE OUR MISSION entails that our graduates understand economies and sound economic decisions, it also requires something more. That something is a broader and, especially, a deeper understanding of society. To provide some of that depth, SSE turns to the arts and the humanities.

When confronting art, students necessarily make personal choices: such as when and how much to engage with artifacts; how to interpret what they see and what they feel. This experience, which represents real growth in our students' ways of knowing, is one pathway for acquiring the FREE attributes inscribed in our educational mission. We simply want the art at SSE to serve as an intellectual itching powder.

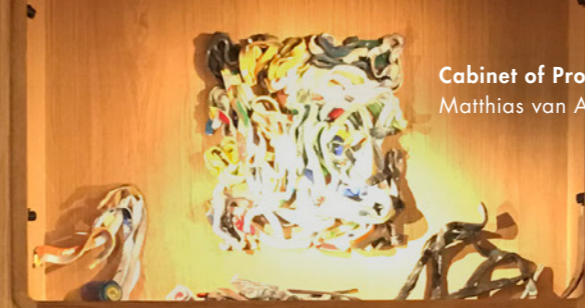
Since 2013, art initiatives at SSE are making the School more knowledge intensive by adding sensual, experiential, and aesthetic knowledge to the academic knowledge already present. However, with expertise primarily in the economic sciences, SSE needs help to ensure that our students' aesthetic learning maintains the high standard that characterizes our traditional curriculum.

» *Leadership can be enhanced through art. Ambiguity and multiple interpretations are a normal part of organizational life, and art highlights that. I believe organizations and society can benefit greatly from having leaders that act and think more like artists and less like technocrats.«*

Andy Schenkel, Assistant Professor
in Business Management at SSE

Art Initiative organizes exhibitions, video screenings, Art Talks, research colloquia, guided tours, musical performances, the Natur & Kultur Literary Agenda and an elective course. It has spawned publications on art, economy and philosophy, some of which expand on artworks in SSE's growing permanent collection.

The Cabinet Room – SSE students Yosua, Cecilia and Haiyan in the compartments, surrounded by art



Cabinet of Process
Matthias van Arkel



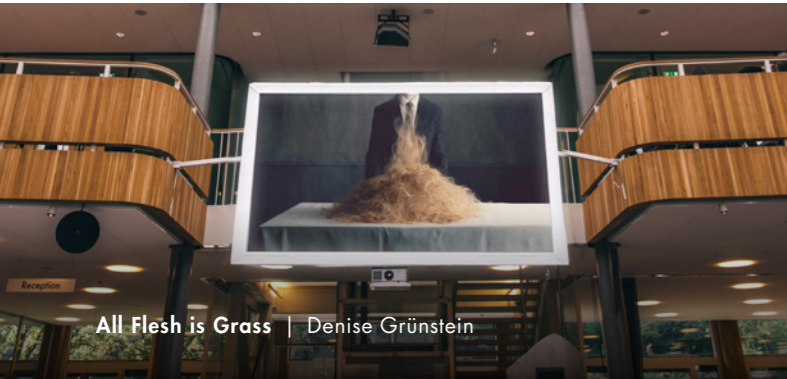
Plato's Cave | Samson
Kambalu



Curiosity Cabinet (boron 10 mg):
You, me, rock, mountain-commodities
of the quantified universe (Impact
Crater) | Hanna Ljungh

VIDEO SCREENINGS

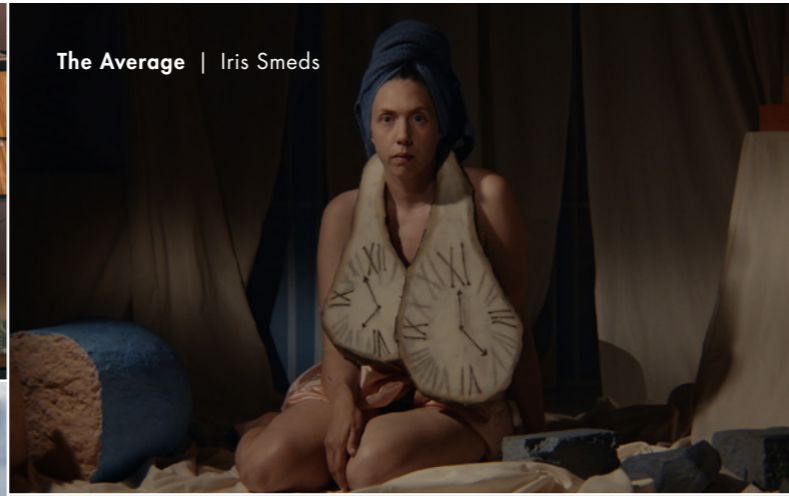
Every month, we screen a new work of video art in the Atrium, the School's central study space and event area.



All Flesh is Grass | Denise Grünstein



10 | I Am Mountain, To Measure Impermanence | Hanna Ljungh



The Average | Iris Smeds



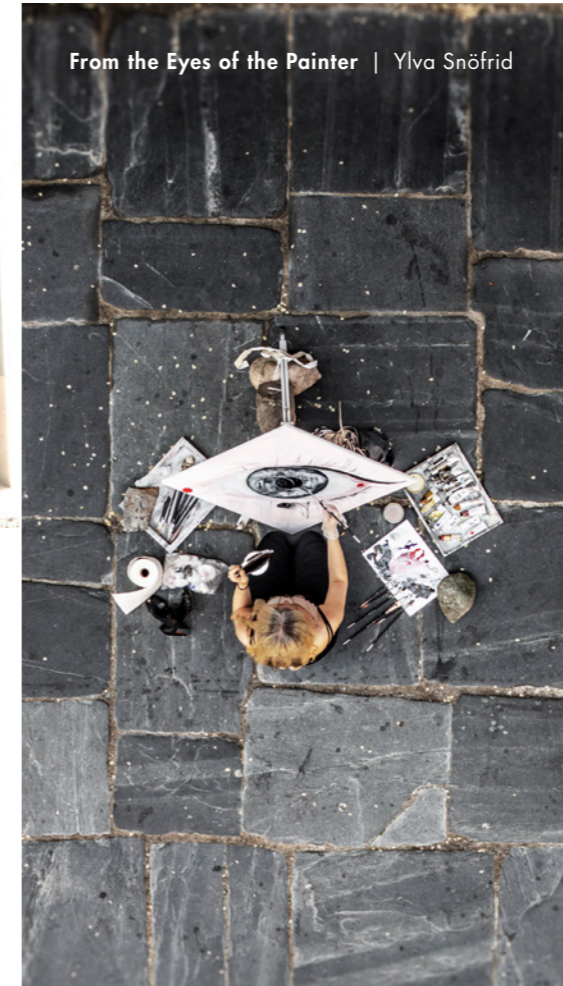
Home | Emmanuel van der Auwera

EXHIBITIONS

Art Initiative curates temporary exhibitions at the School, inviting artists to exchange knowledge and ideas with students and researchers.



Var uppmärksam
August Eriksson



From the Eyes of the Painter | Ylva Snöfrid



CO2 Lock-In
Bigert & Bergström



Clouds, bubbles and stars | Peter Hagdahl

» We bring contemporary art and economic research together to create deeper knowledge and offer students the insights and perspectives of both.«

Per Josefsson, Chairman of the SSE Art Initiative Advisory Board, co-founder of Brummer & Partners

ART TALKS AND RESEARCH COLLOQUIA

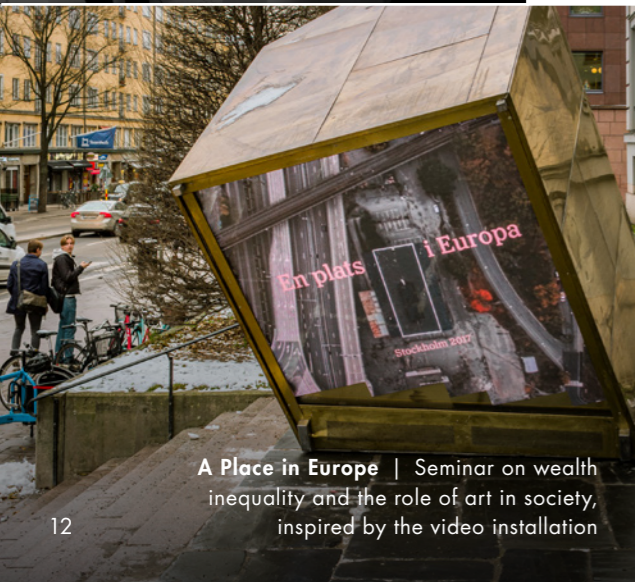
Seminars, lectures and conversations with artists and researchers on interdisciplinary topics.



Online studio visit with artist Hanna Ljungh

» *Art invites complexity in knowledge creation, as it asks us to unveil yet not declare. As a researcher, it inspires me to follow my intuition by seeing how exploration can materialise in different understandings.*

Jessica Inez Backsell, PhD student, co-founder of Art Initiative, co-founder of the Methods Lab at Art, Business & Culture (ABC)



A Place in Europe | Seminar on wealth inequality and the role of art in society, inspired by the video installation



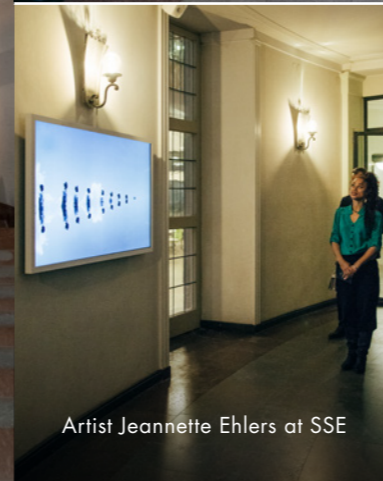
A Bag of Beliefs | Symposium on Art and Technology with artist Ian Cheng



Escalating Art Worlds | An Art Talk about the Bonnier Staircases and the Maria Bonnier Dahlin Foundation

GUIDED TOURS

The exhibitions are open to the public through our guided tours.



Artist Jeannette Ehlers at SSE



Abhijit Banerjee, Michael Kremer and Esther Duflo, awarded the Nobel Prize in Economics 2019 for their empirical research into the effects of poverty alleviation attempts, with Misum's Executive Director Professor Martina Björkman Nyqvist, Arian Tavassoli of SASSE, and SSE Professor Per Strömberg, member of the Nobel prize committee.

» *We study economic activity through an aesthetic lens, we look at artistic activity through an economic or organizational lens, and we use art and art-based methods to bring about change in companies or in society.*

Emma Stenström, Associate Professor and Center Director of the Research Center for Art, Business & Culture (ABC)



ARTWORKS (PERMANENT COLLECTION)

A selection of artworks and exhibitions at the School campus.



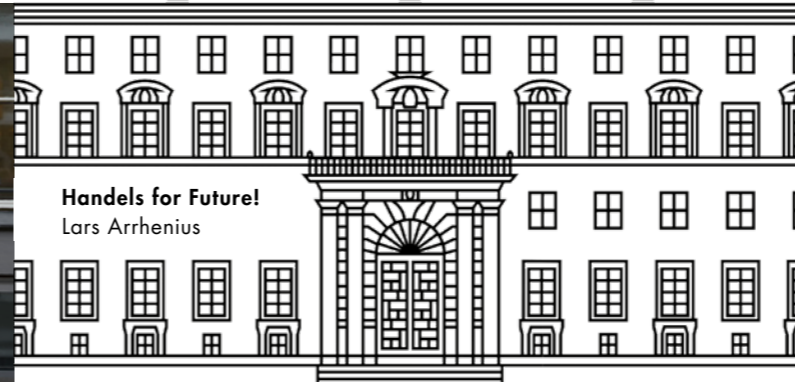
Black Bullets | Jeannette Ehlers



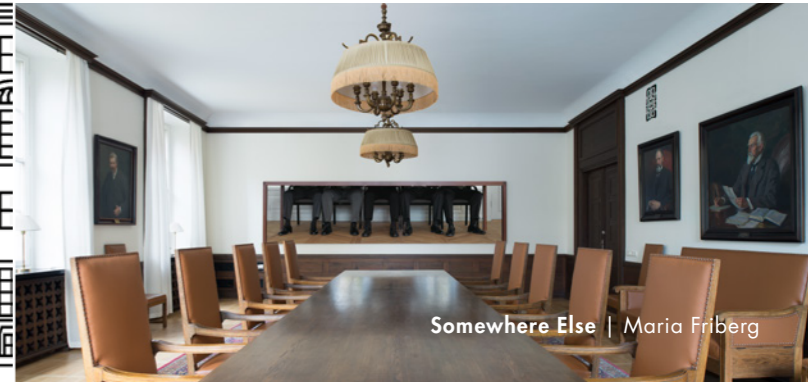
Banca rotta | Goldin + Senneby



Drowning Sailors
Truls Melin



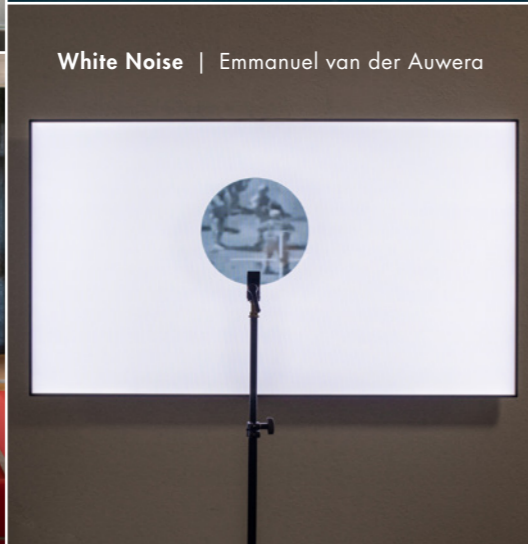
Handels for Future!
Lars Arrhenius



Somewhere Else | Maria Friberg



The Union | Martin Wickström



White Noise | Emmanuel van der Auwera



Leap of Faith (Getting Over)
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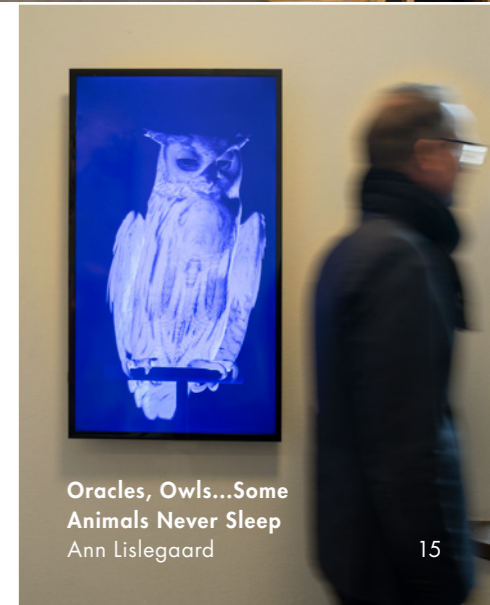
Clout | Jens Fänge



Resting to transform
Christian-Pontus Andersson

» My favorite art at the school is the digital owl outside the President's office! Art keeps me happy, inspired, as well as sad. I joined the Art Division because it is a good switch up from all the accounting we do.«

Erik Luo, SSE student and member of Art Division



Oracles, Owls...Some Animals Never Sleep
Ann Lislegaard

ARTWORKS (CONTINUED)



» Art makes me take on new perspectives and challenge my reality. It is there to help us draw interdisciplinary connections, to pay attention to things and people outside of business, to appreciate beauty, to share and interpret.«

Caroline Charlotte Heuwing, student and member of Art Division



MUSICAL PERFORMANCES

SSE hosts lunch concerts in collaboration with the Royal College of Music, among others, and invites musicians to play Ingmar Bergman's Grand Piano.

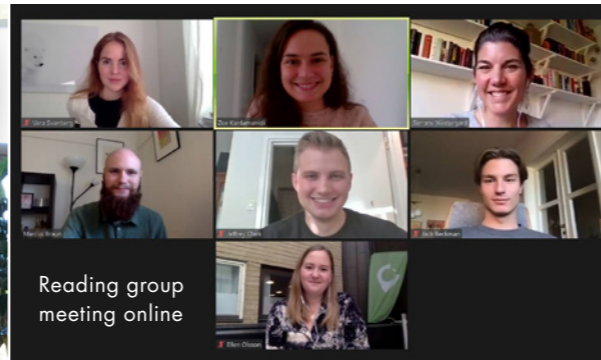


NATUR & KULTUR LITERARY AGENDA

Students, faculty and staff read and discuss new books by acclaimed Swedish and international authors. Author talks and writing workshops are held in the School's beautiful library.



Online Library Session with
Jason Timbuktu Diakité and
Lovisa Fhager Havelin



Reading group
meeting online

» I greatly appreciate the discussions in the book circle. I always find myself liking the book even better after getting my fellow readers' thoughts and perspectives.«

Simone Westergård, SSE employee and book circle leader



Online Poetry Workshop with Anna Hallberg



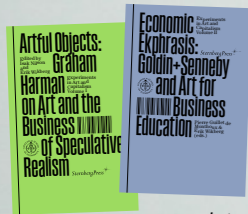
READING LIST 2020/2021

On Earth We're Briefly Gorgeous by Ocean Vuong, *Girl* by Edna O'Brien, *The Gospel of the Eels* by Patrik Svensson, *Frankissstein* by Jeanette Winterson, *The Refugees* by Viet Thanh Nguyen, *Homegoing* by Yaa Gyasi, *The Other Woman* by Therese Bohman.

READING LIST 2019/2020

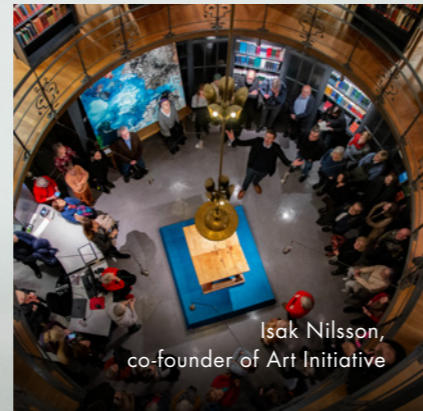
The Underground Railway by Colson Whitehead, *Machines Like Me* by Ian McEwan, *The White Book* by Han Kang, *The Autobiography of My Mother* by Jamaica Kincaid, *I Call My Brothers* by Jonas Hassen Khemiri, *The White City* by Karolina Ramqvist, *Educated* by Tara Westover.

RESEARCH PUBLICATIONS AND ART BOOKS



SSE Art Initiative documents research experience in the book series “Experiments in Art and Capitalism” published by Sternberg Press, Berlin and distributed by MIT Press. The first three titles are *Curating Capitalism: How Art impacts Business, Management and Economy* by Pierre Guillet de Monthoux, *Economic Ekphrasis: Goldin + Senneby and Art for Business Education* edited by Pierre Guillet de Monthoux and Erik Wikberg, and *Artful Objects: Graham Harman on Art and the Business of Speculative Realism* edited by Isak Nilsson and Erik Wikberg.

Art Initiative has produced two books on the art at SSE: *The Board Room*, edited by Isak Nilsson and Robert Stasinski, and *The Heckscher-Ohlin Room*, edited by Pierre Guillet de Monthoux and Robert Stasinski.



»» *SSE Art Initiative brings together art, business, and philosophy in a way that is vibrant, relevant, and meaningful, and that underlines art’s ability to fertilize and influence society.«*

Gitte Ørskou, Director of Moderna Museet, Stockholm

CURATING EDUCATION IN LEADERSHIP AND BUSINESS

Art Initiative together with Literary Agenda have, over a period of five years, engaged in making visual arts and literature central to the School’s overarching educational mission FREE. Hand in hand, aesthetics and ethics encourage and inspire socially responsible decision makers to serve and improve communities. Contemporary visual arts and literature provide subtle knowledge of new realities not yet articulated in theory, as artists and poets often critically explore terrain undetected by traditional academic radars. Many artists, all from Marcel Duchamp and Carl-Fredrik Reuterswärd to Nathalie Djurberg, Jeff Koons, Olafur Eliasson, Roman Signer and Arthur Jafa generously help us fulfil our mission, along with authors such as Ian MacEwan, Jamaica Kincaid, Ocean Vuong, Yaa Gyasi, Jeanette Winterson and Jonas Hassen Khemiri.

Art Initiative works in close cooperation with the Student Associations Art Division, facilitating encounters with art and artists. We offer courses to refine students’ sensitivities to different atmospheres



and enhance the aesthetic awareness of materiality often overlooked in traditional business studies. Art is experience and irritation, rather than entertainment and decoration! Art and literature are important sources of knowledge and insight, not only for curating SSE education – we believe future leaders and managers are tomorrow’s critical curators of capitalism.

Pierre Guillet de Monthoux,
Director of SSE Art Initiative

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ABOUT THIS PUBLICATION

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The SSE Art Initiative Team: Pierre Guillet de Monthoux, Tinni Rappe and Anna Harding.




ART INITIATIVE


Stockholm School of Economics

Sveavägen 65 · P.O. Box 6501
113 83 Stockholm · Sweden

Phone +46 8 736 90 00
info@hhs.se

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