

Translation of "Aesthetic Intelligence dedicated to companies" by Raphaële Bidault-Waddington in Les Echos (french financial Times), April 25th 2000.

If creation is a fundamental component of the "richness creation tool" that companies stand for, the current economic environment has brought back this notion to the forefront of companies' strategic priorities.

The current climate of competition, unfortunately, often leads to that breaking-point where companies die for not being able to find a new breath.

The dynamic process of creation has become the key to the survival of corporations, at a time where technologies, distribution and information networks, amongst other things, keep on modifying themselves, disturbing access zones, and perpetually recomposing the stage on which companies perform.

The ingenuity of creation must thus be meaningful at different levels of a corporation : her commercial offer that she will have to differentiate; her image to feed, adjust and rejuvenate; her information flow that must be optimized in order to facilitate decision making; her distribution so to adapt according to flexible and dynamic vectors; her human resources to enrich mentally and materially, as well as her research and capital to be valued.

The list of the interrogations the modern company faces, is long : everyday, she must be able to recompose her profession to anticipate and contribute to the construction of the future.

It is thus relevant to notice that these problematics of creation and value, are not exclusive to companies, but also exist in the work of current artists, in such a way that interesting collaborations start to develop.

Current art, as it is practised by certain contemporary artists, constitutes a kind of formal and conceptual research and development laboratory, what we call "aesthetic intelligence". It is the mental process through which emerges the creation of new ideas coupled with new practises that companies' decision-makers may call upon.

That type of exchange, in which the know-how of a company meets with the creativity of the artist, may happen in many ways. It could be consulting, specific product creation, material and technology research of valuation and application, image creation, the development of a communication strategy, as much as traditional sponsorship or patronage.

The richness of these exchanges rests upon the quality of the encounter between the company and the artist, the marriage of their particular identities and practises. Current artists, like companies, have, as a matter of fact, integrated into their practises the multiple ingredients of our modernity (technologies, multimedia, tendencies, mobility, globalisation, etc.). And so, they represent autonomous and unwedged watchers of the present time, which their creative practise drives them to question and value.

If the artist makes aesthetic intelligence his job, it is not however exclusively his. This mental process remains one of the touchstone of human being, the ability to create that everyone may choose to develop.

The richness of aesthetic intelligence comes from its capacity to reconcile some "theoretical referenced" factors (scientific, technical, historical knowledge) with "sensorial" factors (intuition, organisation, psychology) and "paradoxical" factors (collective unconscious, convincing power, dynamic).

Aesthetic Intelligence thus tends to offer a qualitative, subtle and nuanced vision that sheds light on potentials that the artist or the entrepreneur may activate and value. The point about this mental process is that it is to be realized individually so that we speak about a multiplicity of aesthetic intelligences contrary to universality of scientific theories.

As a tool to produce vision for the entrepreneur or the decision-maker, Aesthetic Intelligence will enable him to formulate an identity discourse, involving his responsibility, much like the artist referring to his work. In the era of citizen companies, Aesthetic Intelligence is a key-stone to the construction of a substantial image on which a company will be able to capitalize, as opposed to an artificially founded image, looking more like a pit.

The world is changing, the territories become networks, assets only resist to the times if they open potentials, credibilities are volatile and flows keep on speeding up; as so, it is necessary to know how to renew one's intelligence.