



AoMO 2024

Conference Programme

Hosted by ICN, Nancy, France

Stephan Sonnenburg & Philippe Mairesse

Convened by Jenna Ward

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11th Art of Management & Organization Conference

ICN Business School, Nancy, France – 21st -24th August 2024



"We look forward to welcoming you to Nancy, France, from August 21st to 24th for an exciting exploration of "New Total Arts for Sustainable Futures". This year's conference will take place at ICN Business School, which practices a transdisciplinary approach that integrates art, technology and management. The idea of this AoMo encounter is to merge the spirit of Art Nouveau and Art Deco with contemporary art, design, management and organisational practices to promote a sustainable future.

Nancy's history epitomises the reciprocal dynamics between art and business, but also the dynamics of styles over time. Nancy played a central role at the end of the 19th and beginning of the 20th century in the Art Nouveau and later Art Deco movement through its lively cultural scene, but also in the endeavour to democratise art through industrial production. What is also interesting here is the ability to pick up on the dynamics of the time, which can be seen in the change from Art Nouveau to Art Deco.

Nancy and ICN Business School therefore want to create an inspiring backdrop for the encounters and creations of AoMo 2024. The conference programme promises a dynamic range of keynotes, workshops, artistic interventions, presentations that will provoke, confront, change and develop models and practices for management and organisation. We invite you to join us in Nancy in August for insightful encounters of New Total Arts. Let's work on the art of transformation of organisations into engines for sustainable transformation."

Professor Klaus-Peter Schulz, Associate Dean for Faculty and Research



Events & Highlights

Keynote Speaker: Pierre Guillet de Monthoux

PIERRE GUILLET DE MONTHOUX is the scientific director of the Stockholm School of Economics (SSE) Art Initiative for education and research in management and business. “Curating Capitalism” is his most recent publication in an overall research program on the “Philosophy of the Firm” (conducted as a professor of management and philosophy at Stockholm University, Copenhagen Business School and currently at the centre for Art Business and Culture at SSE). His previous book titles include: Action and existence, anarchism for business administration (1983), *Vulgärkantianische Unternehmenslehre, eine Einführung in der Kunst Industrie und Technologie zu konstruieren* (1981), *The moral philosophy of management from Quesnay to Keynes* (1991), *Esthétique du management : gestion du beau et du sublime de Kant à Gadamer* (1998), *The Art Firm: Aesthetic Management and Metaphysical Marketing* (2004) and *Curating Capitalism* (2022).



Publications

Guillet de Monthoux, P. (2022) *Curating Capitalism*. Sternberg Press Berlin

Guillet de Monthoux, P. and Wikberg, E. (Eds) (2021) *Economic Ekphrasis*. Sternberg Press Berlin

Dahl, M., Guillet de Monthoux, P., Helin, J. (2021). The poetic teaching space: Gaston Bachelard and a third realm in management education, *Culture and Organization*, DOI: 10.1080/14759551.2021.2007917.

Dahl, M., Guillet de Monthoux, P., Helin, J. (2021). The power of daydreaming: the aesthetic act of a new beginning, *Culture and Organization*, 28(1): 64-78.

Helin, J., Dahl, M., Guillet de Monthoux, P. (2020). Caravan Poetry: An Inquiry on Four Wheels, *Qualitative Inquiry*, 26(6): 633 –638.

Guillet de Monthoux, P. Dahl, M and Helin, J. (2022) Bachelard’s Backdoor to happy business school phenomenology in de Vaujany, F., et al (Eds) *Phenomenologies, Management and Organization Studies*, Oxford University Press

Guillet de Monthoux, P. (2022) Organizational Aesthetics as Exploring the Spiritual in the Social in A. Joy et al (Eds). *Handbook of Marketing*. De Greyter

Guillet de Monthoux, P. (2020) *Curating Management Philosophy* Cristina Neesham (Ed) *Handbook of Philosophy of Management*, Springer Verlag

Dahl, M., Guillet de Monthoux, P., & Helin, J. (2020). Writing, dreams and imagination, in M. Kostera C. Wozniak (Eds). *Art & Organizing*, Routledge.

'The Artist Coach'

Come find us in the ICN Reception Spaces!

[Jana Dörfelt](#) & [Ralf Wetzel](#)

We all know about the deep emotional and cognitive impressions a piece of arts can leave in an audience. A theatre piece, a concert, a sculpture - art confronts, questions, turns things upside down and inside out. It can sooth, nurture and heal as well, sometimes it can have a long-lasting impact over decades. Learning from the 'tiniest concert format of the world', the ['one-on-one-concerts'](#) developed by Franziska Ritter (D), in which one artist performs a piece of music in front of one person-as-audience, we turn *Total Arts* into a coaching intervention. 'Total' here stands for Arts *as* intervention. One artist, one coachee, one piece of performance of 5-10 minutes max. The artists come either prepared or works with what s/he finds in the moment of the encounter. The coachee sets an intention and is free to share the intention or keeps it inside. The performance unfolds by the power of the unfolding connection. No mediated interpersonal reflection during or after this time, as we believe that Arts doesn't need that. The coachee is solely invited to write a 'love letter' to the artists containing whatever the coachee wants to share. We will introduce the format at the beginning of the conference on Wednesday, Aug 21st. There we showcase the format, and we invite present artists as well as volunteering guides to support and broaden the format. The day after, on different locations, these artistic coaching sessions will take place.



Invitation to a Water Ceremony

Claire Barracclough

- Most of us don't have to look too far to find the traces of ceremonies and rituals scattered across our lives; from celebrating birthdays to routine morning coffees, there isn't much of our lives that hasn't been touched by the often-invisible threads of ceremonies. But what is it to re-awaken and bring the art of ceremonies back to the centre of our endeavours? Ceremonial rituals can be accurately and usefully described as 'collections of arts behaviours and objects' during which we can experience transcendent experiences (Brown & Dissanayake, 2018).
- But more than this, creating ceremony brings us into direct contact with the essential, non-negotiable, structural elements of life; elements, like those that make up Water. Ceremony uses symbols, objects, artifacts, activities that embody meanings, which reverberate, and communicate beyond and beneath language systems. With this in mind, please join us to create a ritualised ceremonial space together, to work with the essential and original element of Water; to co-create an artistic expression of the Origin of Total Art in the form of an 'Altar'.
- I invite all participants to bring 1 small bottle of water from where they live. We will meet every morning for 60mins to create an active Altar space. Together we will share stories from the Water we have brought, and then take the Water to accompany us to each workshop we attend, so it can be vibrationally informed by that experience.
- Every morning, we will continue to add to the altar of the community, by sharing and the attuned placements of the bottles of Water, objects, sounds, movements. To close the ceremony, each participant will receive a small bottle of water from the collectively created altar to return home with; Water that has been imbued with the vibrational resonances of each workshop, from each person, from each heart that it has visited and the journey of the group through this process.



Death of a Professor: The unbearable heaviness of being a ~~leader~~ middle manager

24th August – high noon

[Steven S. Taylor](#)



I never wanted to be a Dean. Nonetheless, I spent two and a half years as Dean *ad interim* of our Business School. It wasn't what I expected. I tried to make sense of the experience by writing about it. My first attempt was an overly long editorial in *Organizational Aesthetics* which I title "Only Connect: Confessions of a Reluctant Leader". That helped, but it didn't really do it for me. I needed more, there was more about the experience that I needed to get out. I tried to write a play. I failed. Finally, a conversation at AoMO in Liverpool broke things open for me and I wrote this monologue. I need to perform it. I only hope you will enjoy seeing it.



O(map) Trinity by Catherine Barron

21st August 2024 5.30pm

O(map) Trinity invites you to make a self-portrait of your creative self.

This is not a matter of what you look like, but of *how* you truly are. Below the layers of appearances, age, gender, nationality, race, job, title, qualifications or whatever way you have identified or described yourself, you are essentially a confluence of specific manifestations of **matter** **mind** and **energy**, an irreducible tripart being, that make you a perfect conduit for the creative force. This fundamental self, is *how* we all are and what all human beings have in common. This confluence of manifestations is not static, but alive, interactive and responsive, conscious and creative, individuated and profoundly connected. On the first day of the AoMO conference '24, **TOTAL ART NANCY**, we will come together to explore, recognise and celebrate our essential creative selves with joyful abandon, realising our unique configurations that together, make up the collective creato-conscious field from which we all emanate, and to which we all belong.



The artwork will be assembled in the creativity room on the evening of making, then moved to the main building for the duration of the conference, where you can enjoy, contemplate and respond at your ease

Rational Madness Presents

The Debrief



You are invited to the Debrief.

He spent weeks in intensive care before recovering in a neurological ward. When he left he realised that Artificial Intelligence had been a key part of diagnosing what was wrong with him. A.I had saved his life. Before he collapsed in that bakery and had seizure after seizure after seizure, he had developed the firm belief that A.I was on a trajectory to destroy Humanity. Now he had to reconcile those two views. Now he needed to debrief.

The Creative Journey

The Debrief is an experimental theatre piece that began its life at AOMO 2022 in Liverpool U.K.

In an age in which younger generations are crowd-sourcing their psychological and emotional wellbeing and healing, and debriefing their own trauma and struggles in Metaverses and in plain sight on social media, theatre maker, writer and academic Paul Levy, took his own personal debrief to the crowd, in a scratch version of this production.

After show conversation and a lot of debriefing of the debrief closed the chapter. Then an invitation to further develop the Debrief and to perform it at the Invasion Festival at Central Standard Theatre in Kansas, early in 2024.

Now Paul is bringing the Debrief home to AOMO, this time in Nancy in France, for further development.

Rational Madness Theatre invites you to The Debrief, a theatrical experiment in A.I-assisted psychological, emotional and spiritual processing. Drawing on the totality of arts possibility, the production contains solo story, movement and dance, visual arts, video, metaversal art, virtual puppetry, and the English tea making ceremony.

Where?

In the "La Maison de l'Etudiant"

When?

Thursday 22nd August 2024, 1330-1500
Friday 23rd August 2024, 1330-1500

There is an after performance workshop/discussion but you are welcome to just watch the performance.

For further information and background about this performance and the work of Rational Madness Theatre, visit:

<http://rationalmadnesstheatre.wordpress.com>

Streams

Stream Title	Stream Convenors
Everything is scattered and the tower is collapsed	Juliet Scott & Antonio Sama
The Arts-Based Pedagogy of Love and Freedom	Tatiana Chemi, Anu Mitra & Kristian Firing
Curatorial Research Creation	Philippe Mairesse, Jean-Luc Moriceau, Pierre-Antoine Chardel, Isabel Paes & Pierre Guillet de Monthoux
The Art of De-coding Emotions	Ingrid Molderez, Pascale Maas, Sabine Bacouel-Jentjes & Kim Ceulemans
Espoir	Jinia Mukerjee
Applied Theatre and Drama Methods in Sustainability Education	Mary Ann Kernan, Tony Wall & Eva Osterlind
Open Stream	Stephan Sonnenburg

Logistics

1. All paper presentations are 20mins + 10mins Q&A, unless negotiated with your stream convenor and communicated to Jenna.
2. Registration officially opens at 1pm on Wednesday 21st August 2024 at ICN Station A, 2 Place de Padoue, 54000, Nancy, France
3. On the 22nd, 23rd and 24th August the conference will take place at ICN Business School, 86 Rue Sergent Blandan, 54000, Nancy, France
4. No accommodation is provided with the tickets, all accommodation should be arranged separately.

Wednesday 21st August 2024

1.00pm-2.00pm	Registration @ ICN Station A, 2 Place de Padoue, 54000, Nancy, France			
2pm-2.45pm	Welcome to AoMO2024 by Klaus-Peter Schulz, Stephan Sonnenburg and Philippe Mairesse (Creativity Room 109 @ Station A)			
3pm-5pm Workshops	From the Global to the Individual: Applied Drama for Sustainability (Osterlind) Room 205	How radical can hope be? (Casals-Hill) Room 206	The Journey of Images (Jagiello) Room 201	Unfolding the Slow Road to humanising business and education (Kernan) Room 207
5pm-5.30pm	Tea/ Coffee and Cake			
5.30pm-6.40pm	O(map) Trinity – Creativity Room 109			
6.40pm – 6.55pm	An invitation to a water ceremony introduction – Creativity Room 109			
7pm -10pm	BBQ with AfroticBlues @ ICN Business School			

Thursday 22nd August 2024

8am- 9am	Ceremonial Ritual as Origin of Total Art: an invitation to a water ceremony (ICN Reception Space)					
Rooms	138	139	140/ Mezzanine	141	132	133
9am-10.30am Sessions 1	Time to call in the clowns (Part 1) (Wetzel)	1. Social Dreaming Matrices - Daily Session (Scott & Sama) 2. Threads Talk - Daily Session (Benitez-Schaefer)	Session 1: DISSOLVE 1- Do not discard this message (Clare Hindley, Deborah Knowles, Damian Ruth.) <i>Workshop</i> 2- Conversing with a potato (Collard et al.) <i>Workshop</i>	Workshopping Hope (Kernan)	1. The bench (Firing) 2. Invisible Labour re-enacting minority voices (Yanagi & Tanaka) 3. Nourishing dialogue (Sacramento)	1. A dialectic critique of a voice of dissent from 2019 Hong Kong (Poon) 2. The New Economic System (Allera)
	10.30am- 11am Coffee & Tea					
11am-12.30pm Sessions 2	Time to Call in the Clowns (Part 2) (Wetzel)	3. Sensing the data: multisensory methods for reflecting lived experience (Rebeiro & Hayes) 4. Songscales (Kyte)	Session 2: EXPLORE 5. The Arts of Menopause: a participative arts-based exploration (Barracough) 6. Sup/Replanting the Core: Revelation through Indigenous Beaded Inquiry (Hrenyk)	1. Theatre in Higher Vocational Education: more than just an interlude (de Regt & van Uden) 2. Developing authenticity and the 'true self' in leadership through storytelling (De Paoli & Remlov) 3. Unlocking Potential: using improvisation theatre techniques for teaching inner sustainability in Higher	4. Education as a gift of love (Ruth et al) 5. The Disimagination Machine (Passila et al) 6. A black (and brown) feminist re-reading of bell hook's pedagogy of love (Chemi)	3. Dance and Movement as Deep Play in Organisations as ways to transform conflict (Alexander & LeBaron) 4. Why and how play and arts-based interventions challenge business as usual (Finstad-

				Education (Kohlberger & Som)		Million & Oumessaoud)
12.30pm-1.30pm	Lunch					
1.30pm – 3pm Sessions 3		5. Getting to know your critics (Mason)	<p>Session 3: ALLOCATE</p> <p>5. 5.Reanimating Metis: a living arts-based inquiry into radical changes (Gotseva)</p> <p>6. The Art of Felting Futures creating Futures Felt (Gotseva & Ollenburg)</p>	<p>4. The five Leadership Asanas -a research based joyful and meditative movement practice (Winther)</p> <p>5. Inclusivity Game Jam (Zaeemdar & Pierce)</p> <p>6. Drama as social influence (Garcia et al)</p>	<p>7. Learning Professional Care for the Elderly with Dementia in Theatre (Kawamura & Ohashi)</p> <p>8. Using Arts as conscious raising practices in management education (Yang et al)</p> <p>9. Towards an Academic Allegory of Care (Dick et al)</p>	<p>The Debrief Performance and Workshop</p> <p>(The Debrief Performance</p> <p>(In the "La Maison de l'Etudiant")</p>

3pm-3.30pm Coffee & Tea

3.30pm – 5.00pm Sessions 4			Session 4: DIS-LOCATE 5. Prototyping organizational futures - speculative design in organization studies (Joergensen) 6. Leadership Through Art: the case of Stockholm School of Economics (Schenkel)	7. Applied Drama in HE for Sustainability (Osterlind) 8. Maybe ...I am the river and the river is me... (Hallgren)		Discussion about the future of the Organizational Aesthetics Journal & the Art of Management Community
5.15pm – 10pm	Walk to Musee de L'Ecole de Nancy for Aperitif Dinatoire (Wine, Cheese) and Museum Tours					
9pm	Poetry Slam @ The Pavillion in Parc St Marie					

Friday 23rd August 2024

8am-9am	Ceremonial Ritual as Origin of Total Art: an invitation to a water ceremony					
Rooms	138	139	140	141	132	133
9am-10.30am Sessions 1	1. Aesthetics for a new Total Art for Sustainable Futures (Vickery & King) 2. Use of strip cartoon and forum theater in teaching socially responsible finance (Eberhardt-Toth)	3. Social Dreaming Matrices - Daily Session (Scott & Sama) 5. Threads Talk - Daily Session (Benitez-Schaefer)	Session 5 TRANS_FORM 9.- Leadership Through Art <i>debrief</i> (Schenkel) 10.- The case of a French coastal territory aiming to reach carbon neutrality in 2040 (Bernard) <i>Movie 50'</i>	9. Teaching and assessing sustainability dramas in a Business School Masters (Kernan) 10. Inquiring Gender Embodiment of Justice Enactment in Organizations (Attar)		1. Incivility in Healthcare (Danby) 2. The Value of Connecting Emotionally with the world (Gaustad et al) 3. Putting Emotions at the heart of sustainability education through arts-based interventions. (Maas et al)
	10.30am – 11am Coffee & Tea					
11am – 12.30pm Sessions 2	3. Exploring your future work self with stories (Brokerhof) 4. Total Art! Towards a concrete utopian art-based method for innovative thinking through Deep Fake Performance Art for Business students	6. Sensing the data: multisensory methods for reflecting lived experience (Rebeiro & Hayes) 7. Songscales (Kyte)	Session 6: VOICE 11.- Neoliberal cultural industries' interference in the domestic sphere (Petitot-Prats)		Encountering Hamlet (Erturk Kilic)	De-coding Emotions (Maas et al)

	(Breidenich & Richter) 5. Spontaneous Creative Dissidence and Entrepreneurial Intention (Bertin)					
	12.30pm-1.30pm Lunch					
1.30pm – 3pm Sessions 3	6. Syncopated Leadership (Hollowitz & Hong) 7. Improvisation as Intentional Organisational Dialogical Event (Toft)	8. Everything is Scattered: Resonance from the Stream	Session 7: ALTER 12. Interdisciplinary Arts: The Didactics (Letiche) 13. Curator Convenors (Mairesse, Moriceau, Chardelle, Paesa, Guillet de Monthoux)			The Debrief Performance (In the "La Maison de l'Etudiant")
	3pm-3.30pm Coffee & Tea					
3.30pm – 5pm	Keynote: Pierre Guillet de Monthoux (Amphi C)					
6.30pm – 11pm	6.30pm Meet @ Opera National de Nancy, Place Stanislas for Gala Dinner and Light Show					

Saturday 24th August 2024

8.30am-9.15am	Ceremonial Ritual as Origin of Total Art: an invitation to a water ceremony		
9.15am-10am	Coffee, Tea & Croissants	Social Dreaming Matrices - Daily Session (Scott & Sama) Threads Talk - Daily Session (Benitez-Schaefer) Room 139	
10am-11.30am	Workshops	The Rights of Rivers in Legislative Theatre (Wall et al) Room 140	Lost in Grief (Chemi) Room 141
11.30am - 12.00pm	Keynote Listener Panel Session	'What does New Total Arts mean?' (Amphi C)	
12.00pm-12.30pm	Closing Performance	Death of a Professor (Steve Taylor) in Amphi C	
12.30pm-12.45pm	Closing Speeches	Amphi C	
12noon-1pm	Closing Lunch		

Conference Close

General Information

Wifi access

- ICN is connected to Eduroam.
- If you do not have Eduroam access, please ask at the registration desk for a free wifi access code.

Computing and Printing:

- All presentation rooms are connected to the internet and a projector screen.
- If you have an AppleMac then you will need to bring a Mac connector.
- If you have eduroam your devices should automatically connect in both buildings. For those delegates without eduroam please let us know at the registration desk and we will provide you with an access code.
- Please bring your own laptops and equipment, wherever possible.

Social Media:

- **X (Twitter):** @Ao_Management #onlyatAoMO
- **Facebook:** @ArtofManagementandOrganization
- **Website:** www.artofmanagement.org
- **Email:** jenna.aomo@gmail.com

Conference Phone Numbers:

In case of emergency, you can call +44 07895772795 at any time.