

# Corporate Choreography

## (How) Can you choreograph a company?

### The Idea

**Within 100 days we create choreographically an “ideal” company.**

### The “Ideal” Company?

- which can take on board everyone, who is interested
- where you work as much, as you currently can or want
- where you can contribute (as much as possible of), what you currently can or want
- where you feel individually supported, accepted and welcome
- where you are fairly rewarded for your contributions
- which contributes with its products and services in a positive and sustainable way to society

**Such a Company seems utopian.**

**Yet, as a work of art it could become real.**

**If a choreography can be created which models such an ideal company, could then not also this company become real? What will it offer to society then?**

### The Participants

Everyone, who wants to be part of it.

Everyone, who is interested in companies or organisations and their future.

Everyone, who wants to join once, now and then or continuously during 100 days.

Fascination for movement and dance is not required, but very welcome.

### The Approach

Foundation and leadership of a company, its structures, processes and implicit values will be created in a choreographic process. While the choreography is being developed together with all participants, the artistic process will be continuously reflected in the entrepreneurial context. The form of the final presentation will emerge through this working process.

### The Timeline

**Start – Kick-off January 11<sup>th</sup> 6.30pm-9pm and January 12<sup>th</sup> 10am-3pm**

Within the following 100 days after Kick-off there will be short weekly sessions as well as some intensive working periods on weekends, which participants may join or quit at any time. It is part of the projects' challenge, that participants will be able to contribute differing amounts of time and therefore the formation of the project team might vary in the course of time.

**End – Final Presentation April 23<sup>rd</sup>/24<sup>th</sup> 2013**

### The Location

Kick-off: Zurich University for the Arts (ZHdK), Ausstellungsstrasse 60, Room SQ 501

Final Presentation: Main Venue Hall of ZHdK/Museum of Design Zurich, Ausstellungsstrasse 60

Working sessions will be held preferably in locations of Zurich University of the Arts.

**Interested? Don't hesitate to contact:** Katrin Kolo ([project@katrinkolo.com](mailto:project@katrinkolo.com), +41-76 3312948)

Katrin Kolo is a choreographer and business consultant and conducts the project as her practice-based Masterthesis in Transdisciplinarity at the Zurich University of the Arts (ZHdK).

# Corporate Choreography: Kick-off

**Friday 2013 January 11th 6.30pm – 9pm with Apéro**

**Saturday 2013 January 12th 10am – 3pm with small lunch**

**Zurich University of the Arts, Ausstellungsstrasse 60, Room SQ 501 (5. Floor)**

(Friday after 7.30pm only Entrance B will be open)

During Kick-off you will get information about the project as well as a first idea and experience of the choreographic approach. We will discuss questions, raise themes, get to know each other, experience working together and find out the needs and possibilities for further working sessions

Your active participation is much appreciated, although you may contribute as much and how you wish and can. This means, your presence depends on your individual possibilities and needs as well as you choose the form of your participation in the choreographic process and reflection however you feel comfortable.

There are no special requirements neither concerning clothing and shoes (preferably comfortable) nor regarding bodily fitness. Participants with physical handicap are just as welcome.

## **Program:**

Friday, January 11<sup>th</sup>

- 6.00 pm Arrival of participants (small snacks, drinks)
- 6.30 pm Welcome and presentation of the project
- 7.00 pm Start of choreographic project work including reflection
- 8.30 pm Questions and discussion of collaboration within the project
- 9.00 pm Apéro

Saturday, January 12<sup>th</sup>

- 9:30 am Arrival of participants (coffee/tea, Gipfeli)
- 10:00 am Welcome, short introduction to the project and remembering work of previous evening
- 10:30 am Choreographic working session including reflection
- 12:00 am Common lunch
- 12:30 pm Questions and discussion of collaboration within the project
- 1:00 pm Choreographic working session including reflection
- 2:30 pm Organisation of the continued working process and collaboration
- 3:00 pm Finale with coffee/tea and cake

Sunday, January 13<sup>th</sup>

Participants of the Kick-off are welcome to contribute to screening, evaluation and reflection of the first results of the choreographic working sessions. Time and location will be decided on Saturday.

You are kindly asked to **register** announcing the times of your attendance:

[project@katrinkolo.com](mailto:project@katrinkolo.com), +41-76 3312948 (preferably until Wednesday January 9<sup>th</sup>)

Please don't hesitate to announce your wishes and possibilities for your participation in the continued process of the project already now, especially if you are not attending the Kick-off.

# Corporate Choreography: Team

## Concept and direction:

**Katrin Kolo** received her dance education in private schools in Munich and Ballettakademien Stockholm and her Master degree in Economics from Ludwig-Maximilians-University in Munich. Currently she studies in the Master program in Transdisciplinarity (M.A.) at the Zurich University of the Arts (ZHdK).

As Dancer/Choreographer she worked mainly in the field of opera and led projects with non-professionals. Beside her artistic work she has experience as a consultant for various management consulting companies in the cultural and services sector (a.o. culturplan and perot systems). She was Head of Administration and Marketing during the foundation of the Dortmund Concert Hall, managed the choreographer and director Joachim Schlömer and from 2007-2011 was Co-director of Tanzhaus Zürich.

In 2002 Katrin Kolo started the initiative "transition for dancers" to help dance practitioners find and build up a new professional identity after or beside their dance career and since 2011 runs workshops in collaboration with Stiftung Tanz – Transition Center Germany.

Since 2005 she investigates innovative relationships between art and economy and founded her own company arts-in-business. She internationally holds lectures, teaches and facilitates workshops (a.o. IETM Zurich, Universidade Nova Lisbon, University of Media and Communication Munich, Technical University Dortmund Symposium „Art supports Economy“).

In collaboration with the Bronnbacher Scholarship Program in Mannheim she developed a pilot for her current project „Unternehmenschoreographie – Corporate Choreography“.

Katrin Kolo lives in Zurich.

## Assistant for documentation and communication:

**Sara Lisa Schäubli** studies Journalism and Organisational Communication at the Zurich University of applied Science (ZHAW). She has previous experience in working in communication departments of various corporations and was Chief Editor for the online youth magazine tink.ch.

## Mentor/Projectcoach:

**Konstantin Adamopoulos** has been responsible curator of the Bronnbacher scholarship programme for the cultural sphere of the German federal association for economics at Mannheim University since May 2005. Adamopoulos is a certified coach.

As a freelance arts journalist, exhibition organizer and project director he has been the assistant manager of Documenta and has headed the public relations department for the Frankfurt exhibitions hall Portikus, among other things. He has also organized different events with the Museum of Modern Art in Frankfurt am Main and has since then led companies and artists in constructive conflicts.

The philosopher and art historian has been a teacher at various universities. As artistic director for workshops and symposiums he has developed "The economy of art" (Dresden 2003), "The term of 'capital' demands intuition" (Museum Ludwig, Cologne 2005) and "Guidance systems into the new?" (Dresden 2006).

Konstantin Adamopoulos regularly publishes on the topic of business and art. He lives in Cologne.

## Participants:

**Everyone**, who collaborates with the project in any form, through participation in the choreographic working sessions or contributions to the communication, documentation and realization of the project via blogging, mailing, crowdfunding or the attendance at the final presentation.