Transforming organizations with the arts
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What areas in organisations are influenced by artistic interventions?
Effects of artistic interventions in organisations

1. Creativity and innovation
2. Working climate
3. Satisfied Customer Index and Satisfied Employer Index
4. Media exposure + Employer Branding

IMIT (Institute of Management Innovation and Technology)
For whom do we measure? / Money talks?

Less cost for organisations
  How much is 25% better working life environment worth?
  How much is less absence due to sick-leave worth?
  How much is a feeling of meaning worth? Rise with x %

More income
  How much is the rise of innovation capacity with 25% worth?
  How does higher innovation capacity relate to productivity?

In what quantity do we measure?
  What quantity do we trust?
  What quantity does which persons trust?
  Policymakers, corporate organisations, creatives, society
  Value for artists/creatives, society, organisations
TILLT in figures

500 shorter artistic interventions accomplished since 2006

80 yearlong artistic interventions conducted since 2002.

Debating and sharing experience in 18 European countries since 2005. Translated into 21 languages.

Turnover multiplied by twelve between 2001 and 2010

TILLT is a non for profit private organisation owned by Skådebanan Västra Götaland.
“The interesting thing about an artist’s way of work is the ability to think differently and to create something new and unexpected out of something perceived as static and impossible to change.”

Jan-Peter Idström, Chief of Clinical Studies, AstraZeneca