Media invitation
The 8th Art of Management & Organization Conference
September 1-4, 2016
IEDC-Bled School of Management
Prešernova cesta 33, Bled, Slovenia

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THE POWER OF ART

- Arts as means of developing responsible leaders who lead in a different and better way -

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IEDC-Bled School of Management is a global leader in arts-based management education, based in Bled, Slovenia, at the foot of the Julian Alps nestled between Austria and Italy. From 1-4 of September 2016, IEDC-Bled School of Management is hosting the academic 8th The Art of Management and Organization Conference (AoMO), which aims to explore and promote the arts as a means of understanding management and organizational life and its contexts.

For so long we have talked about the science of management. The AoMO 2016 conference is about its ART and about all those things in leadership that cannot be measured. As a mash-up of academics, researchers, scholars, practitioners and artists, the AoMO 2016 conference features an array of workshops, panel sessions, paper presentations, performances as well as the theatrical premiere.

The 2016 conference theme "Empowering the intangible" will present novel ways of exploring, feeling and expressing management and organization through the arts.

Conference Special Guests:

- Keynote Performer: **Miha Pogačnik**, world renowned musician, opens up the intangible of organizational renewal, creativity and leadership with violin blazing.

- Keynote Speaker: Few know the theatre of organizational change, and the value of arts and aesthetics to shape it, like Dr. **Philip Mirvis**, internationally acclaimed Organizational Psychologist.

- Theatrical Premiere: Dr. **Steven S. Taylor** is professor of leadership and creativity at the WPI Foisie School of Business, and a playwright, his work has been performed in England, France, Poland, Canada, Denmark, New Zealand, Italy, Australia, and the United States.

- Keynote Listeners: Dr. **Mary Jo Hatch** is C. Coleman McGhee Eminent Scholars Research Professor, Emerita, of Banking and Commerce at the University of Virginia (USA) and an avid and accomplished painter and visual artist.

Prof. **Stephen Linstead**, Professor of Critical Management at The York Management School (University of York, UK), is one of the founders of the field of organizational aesthetics, a recorded and broadcast performer, and an award-winning filmmaker.

Building on the work of the seven previous international conferences, the 2016 conference embraces the arts and aesthetics as critical design elements – as inquiry, methodology, development resources, etc. – to explore, feel and express the felt, sensory and emotional aspects of management, leadership and daily organizational life.

Dr Jenna Ward, The Lead Organiser of AoMO 2016, stresses: "AoMO conferences bring together academics, artists and practitioners from around the world to share and showcase the experimental, creative and critical approaches to management and organisation today. We are proud to be working in conjunction with the IEDC, Bled School of Management – an institution committed to embracing the power of the arts in approaches to organising."

Prof. Danica Purg, Founding President, IEDC-Bled School of Management, adds: "Our school is designed as an art gallery, a place for reflection, creativity and innovation. Poets and philosophers, architects, designers and dancers have become familiar actors in our classrooms, because we believe in the power of art. Art is an incredibly powerful tool for reflection; as the celebrated Professor Edgar Schein, Doctor Honoris Causa of our school, said: *'Art helps us to see more, hear more, and to feel more. Art is shocking, provoking and inspiring*.' "

Additional information

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[Video](#) **of the 2012 AoMO conference**

About The Art of Management and Organization
September 2002 saw the birth of *The Art of Management and Organization Conference* on London's legendary South Bank. Its aim was, and continues to be, the exploration and promotion of the arts (in

the most inclusive sense) as a means of understanding management and organizational life and its contexts. Since then the conference has continued its collaborative and open ethos in Paris (2004), Krakow (2006), Banff (2008), Istanbul (2010), York (2012) and Copenhagen (2014) and has given rise to a vibrant global community of praxis – including both scholars and practitioners. Although it is primarily a refereed academic conference, it is also a place for integration – and here new links, relationships and explorations are encouraged. Previous keynotes and featured events have included rock stars, comedians, actors, poets, musicians, artists, storytellers, dancers, photographers, calligraphers, filmmakers and philosophers. [More](#)

About IEDC-Bled School of Management
IEDC–Bled School of Management, founded 30 years ago as the first business school of its type in Central and Eastern Europe, is one of the leading international management development institutions in Europe. At IEDC-Bled School of Management, the arts, along with sustainable development and ethics, are a pillar of the school's philosophy. The School has been developing a robust research agenda around the arts, bringing together faculty and PhD students to explore arts-based pedagogy, learning processes and the longer-term impacts of artistic business learning since its beginning. In 2012, MBA program of IEDC-Bled School of Management was awarded with The MBA Innovation Award for being one of the four most innovative in the world for its innovations in combining the arts with leadership and management education. Today, more than 77,000 individuals, coming from 85 countries, have had the chance to experience IEDC-Bled School of Management's creative environment for creative leadership. [More](#)