

# Art-based model for creative leadership

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## **Purpose of the paper**

Following the development of global artistic interventions in organisations that have highlighted the critical role of leadership, particularly in highly structured work contexts, in guiding the team to achieve various types of results (strengthening the group, stimulating cohesion, acquiring artistic skills, recreational activities, and so on), this article proposes a synthesis of the art & business models theorised in a recent article published in the *Journal of Cultural Management and Cultural Policy* in 2021.

This synthesis focuses on the processes driven by inspired leadership at the individual level, emphasising its critical role in the activation of art-based (AB) methods in the organisational setting. The basic assumptions of the 2021 model were primarily focused on three theoretical frameworks concerning art-based interventions in the company (The art-in-business matrix, Darsø & Davids, 2002; the arts value map, Schiuma 2011, and the Comunian framework, 2010), which proved to be most consistent with the field experiments in Italy from 2016 to date (Maclab and aiku center, Ca' Foscari University).

In this study, we propose incorporating such frameworks into a structure to emphasise the key results of art-based cooperation and how leadership plays a critical role in their success.

During the discussion, we will examine several artistic interventions carried out in companies from various industrial sectors but primarily related to craftsmanship, highlighting, in a summary model of the results, how the components underlying the art-based approach within organisations can influence and be influenced by leadership-oriented organisational factors.

**Keywords:** artistic interventions in organisations, organisational creativity, leadership.