



**What is a
break in action?**

Break-in interventions

Boris Meggiorin, head of International development at the Cluster Quartier de la Création, a service of SAMOA (Redevelopment agency of the West Atlantic urban agglomeration in Nantes, France) states:

A break-in intervention is when you put people, products or services from the world of arts into a different organisation working on non-cultural issues to develop the organisation, to promote innovation and to work with the values of the company.



What we call “break-in” action is commonly known as “art intervention, [which] is an interaction with a previously existing artwork, audience, venue/space or situation... intervention art may attempt to change economic or political situations, or may attempt to make people aware of a condition that they previously had no knowledge of.”

https://en.wikipedia.org/wiki/Art_intervention

ARTISTIC INTERVENTIONS

The popularity for art interventions emerged in the 1960s, when artists attempted to radically transform the role of the artist in society, and thereby society itself. They are most commonly associated with conceptual art and performance art and the term intervention clearly expresses the idea “to interrupt or to break continuity.” In recent years, artistic interventions have been introduced by employers to support change, **to strengthen creativity and innovation capability, to improve working conditions**, and to enhance the skills of the workforce.

WHAT IS IT?

Artistic interventions – **when people, practices, or products from the world of the arts enter the world of (non-art-based) organizations** – are an interesting phenomenon that has come to the foreground in recent years in the search for new ways of seeing and doing things in organizations.

The confrontation between different perspectives, behaviours and values from these two “universes”, **the universe of Artists and creatives and the universe of Employer**, can generate newness by challenging underlying assumptions and irritating routines in an organisational culture, thereby opening spaces of possibility.

Stimulating employers and their staff to engage with the arts at their workplace **can be seen as a potential trigger** to enable organizational learning.



An artist brings an X-factor to the established processes in a company!

Artists, employers and their staff can jointly **undertake innovative ideas and experimental pathways to create new practices** that do not reside in only one of these groups.

Roberto Gómez de la Iglesia (Culture and innovation expert consultant and director of c2+i, culture+communication+innovation – <https://c2masi.wordpress.com/> – and Conexiones improbables, network for Innovations in Culture and Creativity in Europe – <http://conexionesimprobables.es/v2/>) observes that the added value that differentiates employers is moving increasingly **further away from the “what”** (products and services) **to the “how”** (methods, relational and commercialisation systems, for the capacity to develop social solutions), in the strength of a shared idea, in the ability to connect with market emotions.

We will guide you through a virtual but realistic path that will enable you to take the right steps and leave your footprints to build your own creative and successful personal “break-in” action with or without the support of a broker!

