

Isabel Añino Granados
Project's Portfolio

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The project: artecercacercarte.

artecercacercarte is an artistic project in which we work with our imagination as a capacity inherent to every human being through which we are able to be the artists of our own life and environment. When we allow our creativity to expand and the art reenters our lives, it produces a clash that puts us in the position to see more and differently. We are then able to reshape those mind sets and structures that are blocking our further development, progress and inner growth. The project is built upon three columns that we consider essential for a healthy social growth and for an evolution aligned with our human nature and with the world.

- **artecercacercarte Organisations.**

To cover the specific needs that are arising in the organisations nowadays some of the project's workshops are focussed in organisational and personal development, relationships, collaborative ways of working, enhancing dialogue skills, artfulways of working, seeing more and differently, activation and thinking out of the box.

- **artecercacercarte Education.**

It is essential to be aware of these capacities at the early stages of our education so that we are able to work with them afterwards, in our professional life, consciously and focused.

- **artecercacercarte People.**

This part of the project has been created to cover the need of expansion and creativity of any individual that might be interested in joining our workshops.

The project is based on a portfolio of workshops, artistic actions and installations which is constantly growing. We also offer the possibility of tailor-made interventions depending on the needs of the group.

Project's Portfolio.

DATA SHEET 1

TITLE: "Gaining the human shape".

TARGETS: To emphasise or develop the capacity to work in a constructive and collaborative way in order to arrange the workflow and the organisational structures, maximising human skills.

THEORETICAL FOUNDATION: Rudolf Steiner and Joseph Beuys's concept, which defines any human organisation as a living organism.

DESCRIPTION OF ACTIVITY: Each participant should paint the silhouette of some other voluntary participants in a piece of paper or on the floor. All the participants will then distribute and represent the functioning of the organisation and its structure according to the human shape. They will also paint workflow as if body fluids.

TECHNIQUE: Drawing and conversation.

RESOURCES: An empty room. Paper, pencils or chalk or colour paint, depending on whether the drawing or painting can stay on the floor or not.

VENUE: The workplace.

DURATION: Five hours. The results will remain permanently in the organisation either in a digital way, posted on the wall or painted on the floor, as the case may be.

ASSESSMENT: The evaluation criteria will be defined.

DATA SHEET 2

TITLE: "The Counselling Service" (El Consultorio).

TARGETS: To be able to manage loss and transform it into an opportunity of personal growth. To manage uncertainty and ongoing change. To promote openness to new proposals.

THEORETICAL FOUNDATION: Fluxus, Joseph Beuys and Erwin Wurm. Instructions. Reality collitions.

DESCRIPTION OF ACTIVITY: "The Counselling Service" will be set as a counselling office in a clinic. The participants can go there to receive counselling about their problems at work. Each of them must get a turn for their appointment. They will receive an instruction completely absurd and shocking to resolve the matter.

TECHNIQUE: Conversation, drawing and performance.

RESOURCES: A table, a chair, paper and pencils.

VENUE: The workplace.

DURATION: A week.

ASSESSMENT: The evaluation criteria will be defined.

DATA SHEET 3

TITLE: "La createca".

TARGETS: To set up a permanent space to enable creative and innovative development of both the employees and the management.

THEORETICAL FOUNDATION: Joseph Beuys' concept of creativity as exchange value. The Ilya Kabakov's theory of the setting as an instrument to develop intuition and sensory perception.

DESCRIPTION OF ACTIVITY: Empty room or space available for creativity. It must be equipped with materials to draw, paint, build models, take pictures and video shoots. This is a setting, in which the artist will make some proposals and give some examples in order to start the activity. This setting will develop and grow as participants use it more and more.

TECHNIQUE: Painting, drawing, model-building, performance, photography and video shooting.

RESOURCES: The room or space and the mentioned materials.

VENUE: The workplace.

DURATION: The artist will visit the site for two hours to a week during a month. "La createca" will remain open and available from this on permanently.

ASSESSMENT: The evaluation criteria will be defined.

DATA SHEET 4

TITLE: "Conversation circle".

SUBTITLE: Based on the Ringgespräche created and implemented by Joseph Beuys in the FIU. Also based on the "culture circles" of Paulo Freire.

TARGETS: To promote the capacity of working in a collaborative way. To promote the capacity of paying attention and take into account the team proposals and suggestions. To work with internal changes or with changes coming from the environment, or to promote the generation of change. To manage concepts from a personal point of view after learning from the group.

THEORETICAL FOUNDATION: Theory of Joseph Beuys and Rudolf Steiner regarding language as a social sculpture.

DESCRIPTION OF ACTIVITY: The participants will propose some concepts to talk and draw about. The concepts are going to be discussed so often as the participants require it, so that they can embrace them.

TECHNIQUE: Conversation and drawing. Sculpture and social plasticity.

RESOURCES: An empty room with chairs, drawing paper and pencils.

VENUE: The workplace.

DURATION: Three hours per session. It is possible to repeat this activity once a week or twice a month in order to improve results.

ASSESSMENT: The evaluation criteria will be defined.

DATA SHEET 5

TITLE: "The great theatre of the world".

OBJECTIVES: To emphasise collaborative work vs collective work. To activate organisational development.

THEORETICAL FOUNDATION: Bertolt Brecht and the epic and dialectical theater.

DESCRIPTION OF ACTIVITY: The participants will write a theatre script together. They will act, all of them, as directors, actors, scenographers and soon until they have tried all the roles that take part in a theatre play.

TECHNIQUE: Specific techniques employed in drama following the work by Bertolt Brecht.

RESOURCES: A room to rehearse the play and to write the script.

VENUE: The workplace and a the stage.

DURATION: Six months.

ASSESSMENT: The evaluation criteria will be defined.

DATA SHEET 6

TITLE: "Controversy".

TARGETS: To resolve deadlock and tense situations in the team. To promote collaborative ways of working.

THEORETICAL FOUNDATION: Dynamics used by artists such as George Maciunas and Erwin Wurm in their work.

DESCRIPTION OF ACTIVITY: A group of actors are going to be introduced in the workplace just as if they were new employees and managers. They are going to force absurd situations or failures. They are going to interrupt and interfere with normality.

TECHNIQUE: Performance.

RESOURCES: The actors.

VENUE: The workplace.

DURATION: A week.

ASSESSMENT: The evaluation criteria will be defined.

DATA SHEET 7

TITLE: "The limit".

SUBTITLE: (Border/prohibition).

TARGETS: To highlight those structures which hinder the workflow and the personal development of the team and the managers. To seek for alternative solutions.

THEORETICAL FOUNDATION: The work of artists such as Marcel Duchamp, Ilya Kabakov, Marcel Broodthaers, Antoni Muntadas and Joseph Beuys.

DESCRIPTION OF ACTIVITY: The setting will be located at different sites in the workplace. The entrance to these places is going to be prohibited or restricted. During the third week, a circle conversation regarding the subjects of restriction and prohibition will be organised by the artist (see data sheet number 4) .

TECHNIQUE: Installation, conversation and drawing.

RESOURCES: Materials to create limits, paper to draw and pencils.

VENUE: The workplace.

DURATION: Three weeks.

ASSESSMENT: The evaluation criteria will be defined.

DATA SHEET 8

TITLE: Sculpture experience.

TARGETS: To promote creative and innovative skills. To emphasise organisational skills.

THEORETICAL FOUNDATION: Joseph Beuys's Theory of "social sculpture".

DESCRIPTION OF ACTIVITY: The participants will develop a sculpture as a means of trying to represent the structure of the organisation. Afterwards, a conversational circle will take place (see data sheet 4). The issue of the conversation will be concepts like hierarchy and structures and any other that may be proposed by the participants. Finally, it will be proposed by the artist that participants develop another sculpture on the same theme.

TECHNIQUE: Sculpture, drawing and conversation.

RESOURCES: Materials to draw and build models. A room to work in the sculptures.

VENUE: The workplace.

DURATION: Three months.

ASSESSMENT: The evaluation criteria will be defined.

DATA SHEET 9

TITLE: "The artist book".

TARGETS: To promote creativity and resolution skills. To emphasise the ability to use an error as a tool for learning.

THEORETICAL FOUNDATION: Concept of social plasticity introduced and implemented by Joseph Beuys.

DESCRIPTION OF ACTIVITY: Each participant is going to develop an artist book regarding a theme chosen by them. Once the books are finished, participants will discuss them and the working process. They will remain exposed at the workplace.

TECHNIQUE: Drawing and conversation.

RESOURCES: Drawing, painting, and water colours. A room to develop this activity.

VENUE: The workplace.

DURATION: Three months.

ASSESSMENT: The evaluation criteria will be defined.

DATA SHEET 10

TITLE: Artist in residence.

TARGETS: To engage the working process of an artist into the organisation.

THEORETICAL FOUNDATION: The experience carried out by APG (Artist Placement Group) proposed by Barbara Steveni.

DESCRIPTION OF ACTIVITY: The artist will work in his own artistic project within the organisation.

TECHNIQUE: Depending on the artist's project.

RESOURCES: Depending on the artist's project.

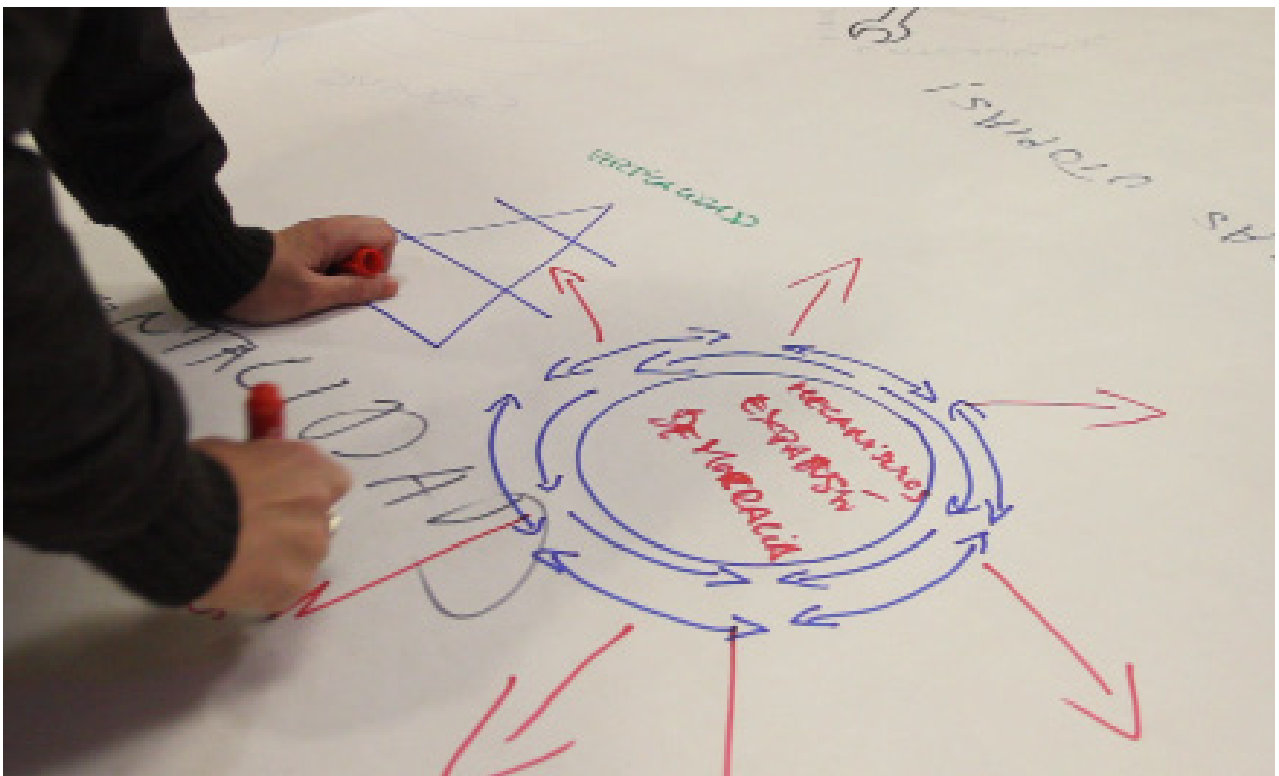
VENUE: The workplace.

DURATION: A year.

ASSESSMENT: The evaluation criteria will be defined.

Conversation circle (Data sheet 3)
Workshop with professionals





Gaining the human shape (Data sheet 1)



Conversation circle (Data sheet 3)
Workshop with students



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