

DYSFUNCTION DAY
International research seminar

December 5th & 6th, 2018
organized by Philippe Mairesse &
Catherine Morel

Audencia Business School
Mediacampus, Nantes

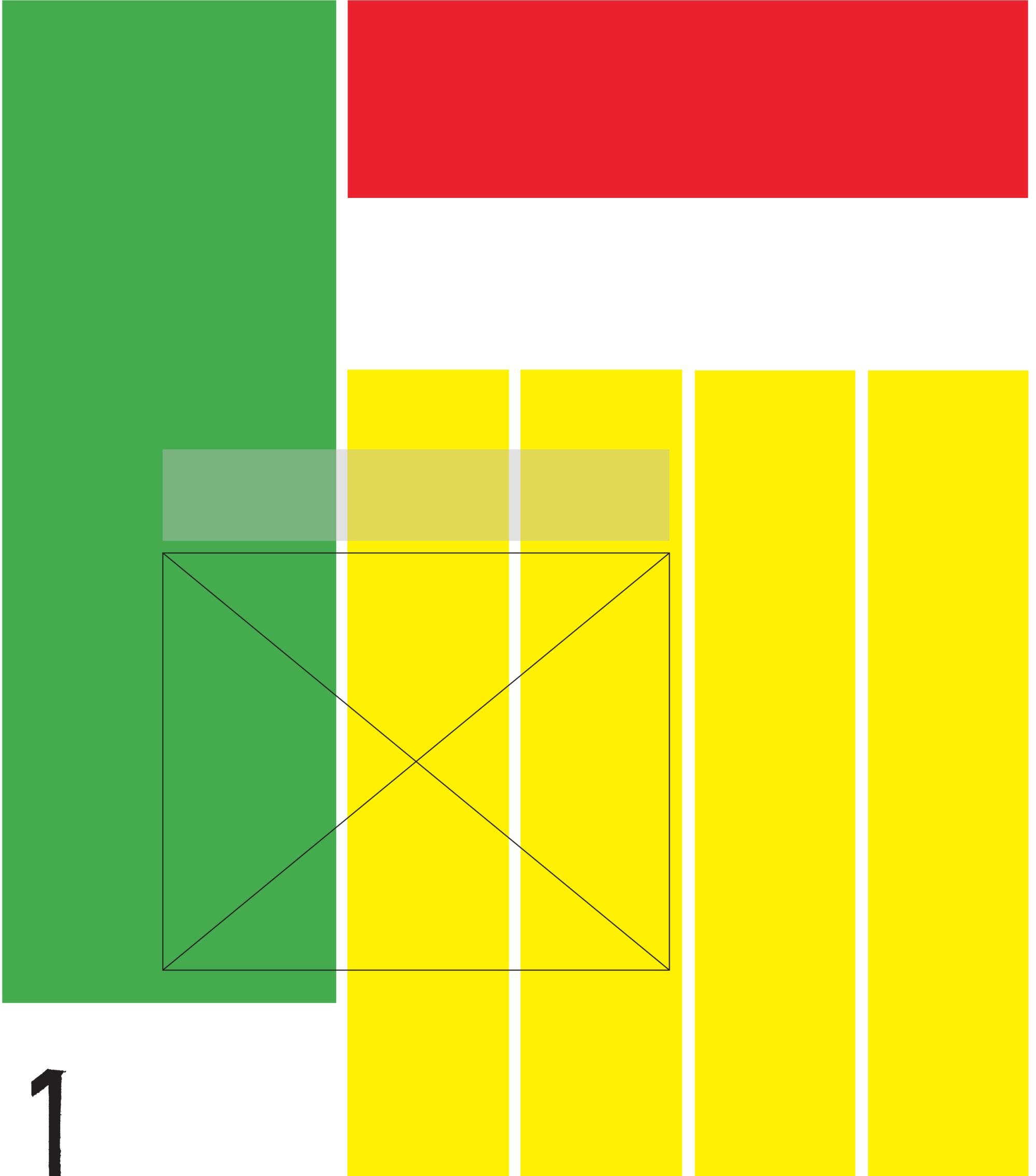
DYSFUNCTION

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University of Rouen Normandie

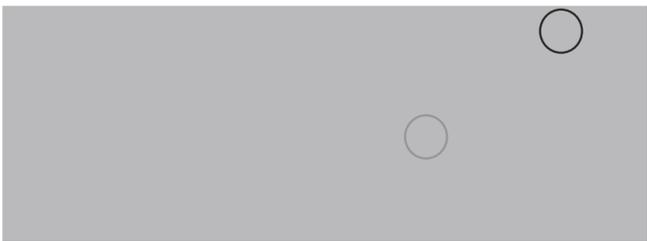
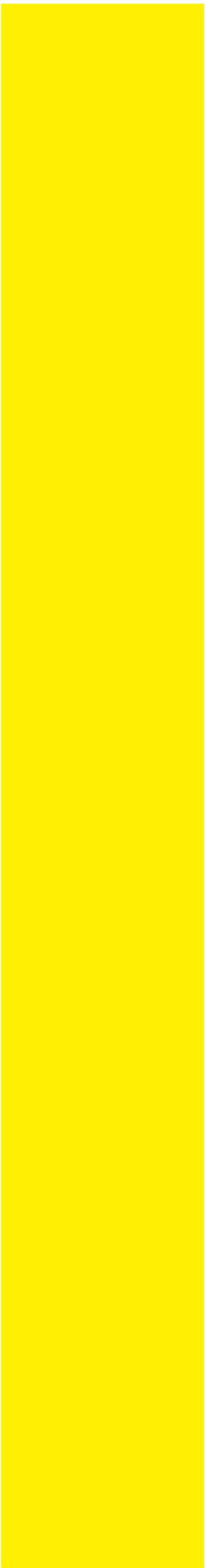
Antoine Lefebvre
Univ. Paris 1 Panthéon-Sorbonne

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Rethinking the Aesthetic of Research & Pushing the Boundaries of Art



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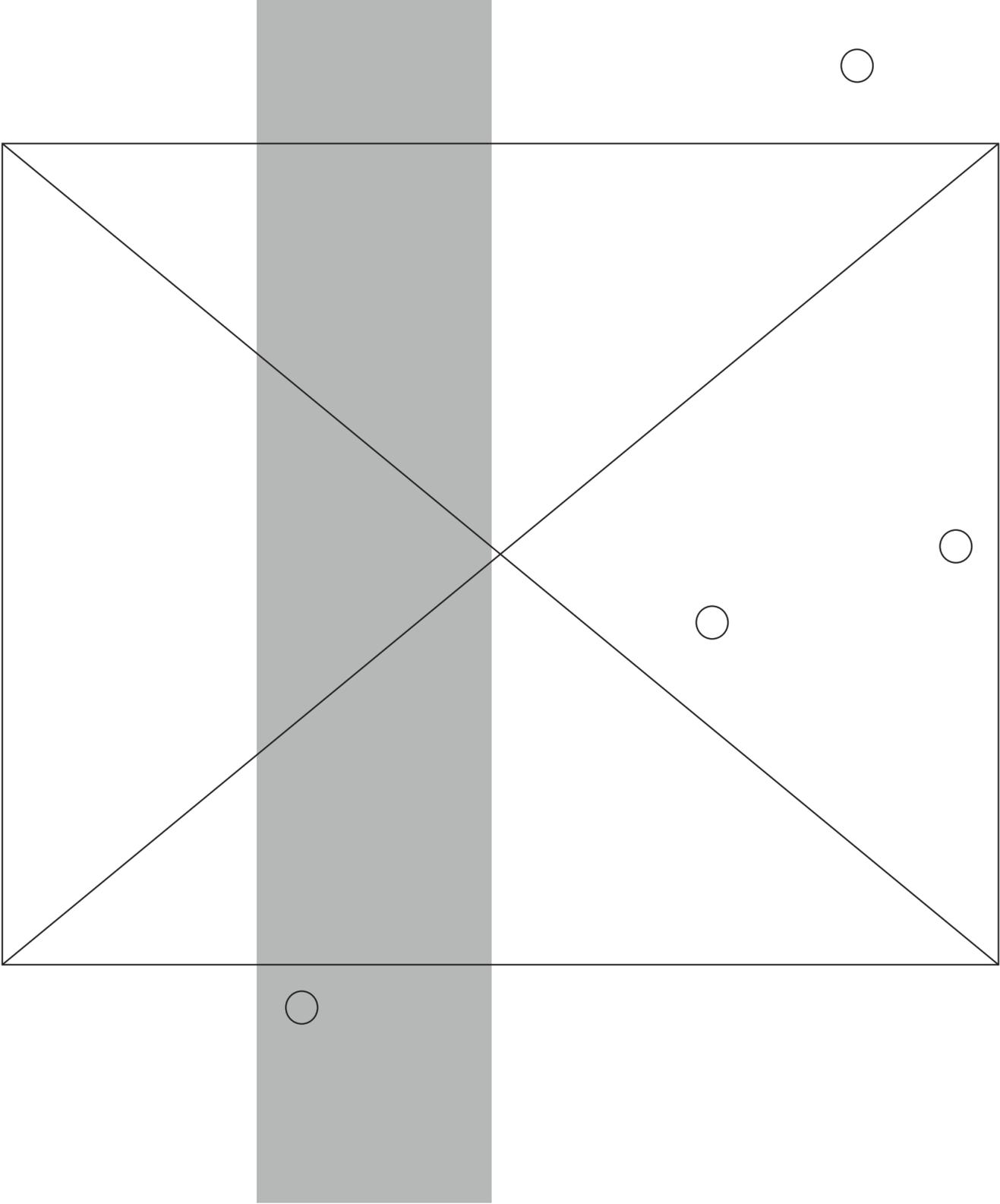
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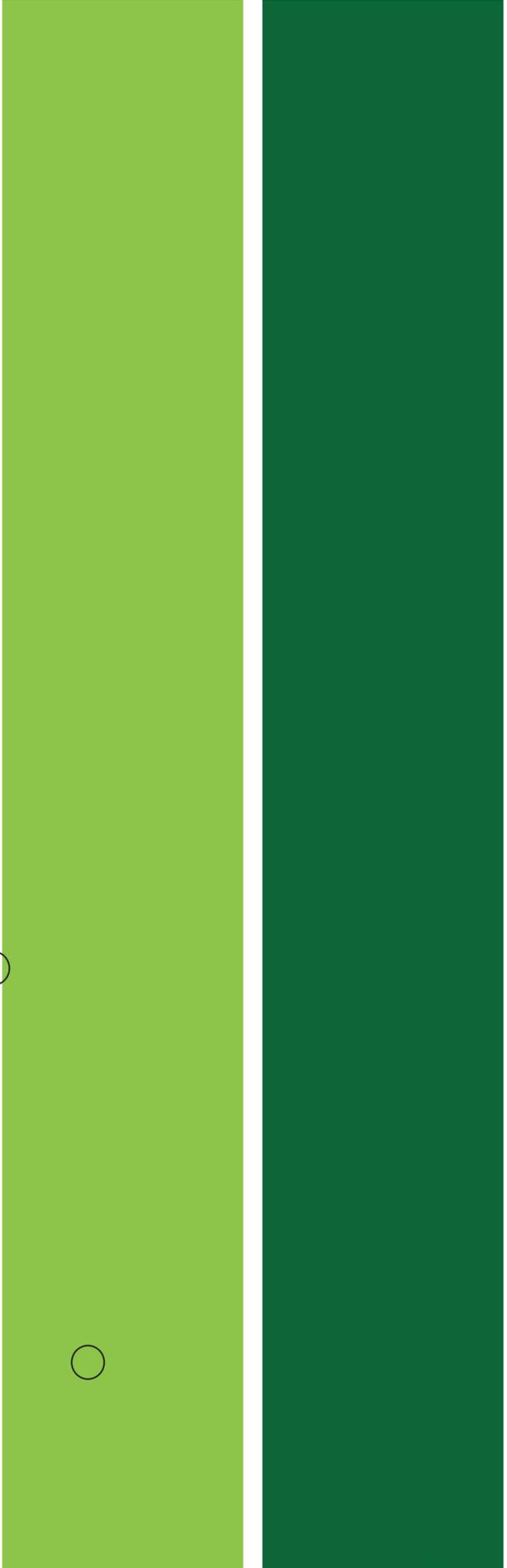
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DYSFUNCTION DAY

Purpose and Program

Reaching out to society as a whole and to some specific audiences in particular and demonstrating how research contributes to tackling and answering societal challenges is a pending issue. Coping with the issue requires to question pertinent messages, and to look for new media and means of expression.

Among the identified reasons why dissemination and exploitation of research not always reach their goals are a lack of skills (or interest) to effectively consider the value and possible benefits of the key results outside "typical" community, but also a lack of knowledge of dissemination and exploitation risks and opportunities, especially about alternative channels, routes, stakeholders and competing solutions.

A possible answer to the issue is relying on creative art forms for research and dissemination, as under-used ways of understanding and knowing (Bruce et al., 2013). The utilization of arts-based methods increases awareness on the empirical evidence or developments of a topic and improves accessibility to research findings in cases where language, literacy, or cultural barriers exist; it expands the possibility to address complex contexts, engages audience members (by stimulating senses and tapping into emotions), and promotes dissemination within communities of practice. Indirect benefits include fostering new audiences interested in research findings, facilitating capacity-building, such as professional learning and skill development around a particular topic.

By creating spaces for debate and dialogue around pressing societal issues, arts-based methods can support advocacy around specific issues of concern to influence policy priorities and change, and facilitate partnerships and co-production of knowledge among diverse stakeholders, for example, by offering different modes of expression and representation (Rieger and Schultz, 2014; Kukkonen and Cooper 2018; Lapum et al., 2011). Creative embodied research methods for interdisciplinary research projects using the body to think through ideas provoke new insights and generate innovative ways forward for researchers working in diverse disciplines.

Nevertheless, research in organization science remains attached to classical paper publications, with a limited impact on practice and society (Denis, 2017). Meaningfulness is threatened by running for stars (Rouquet 2017), and voices raise against the academic publication system (Moriceau et al; 2017). "It is time for us to resist, simply by building, and encouraging, our consciousness of desire and desire for consciousness" (Bazin, 2018). Instead of simply resisting and opposing the classical paper format to innovative art-based forms, *DYSFUNCTION* journal aims at fostering hybrid formats: texts that function as research texts as well as art forms (Bobadilla et al., 2017), a kind of "critically affective performance texts" (Linstead, 2018).

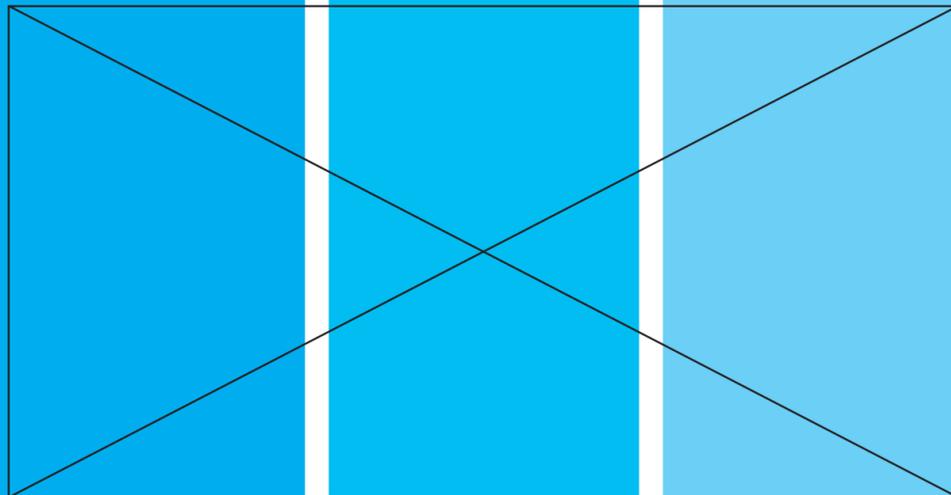
Wednesday,
December 5th

5.00 pm

Registration
Welcome desk

6.00 – 6.30 pm

Opening
André Sobczak (Academic and research director, Audencia Business School), Antoine Lefebvre & Philippe Mairesse (*DYSFUNCTION*), Catherine Morel (Audencia Business School, Dept Communication and Culture)



Session 1

Performing research results
(Lobby)

6.30 – 7.00 pm

AH HA, an Art History on the side of Human Activity

Marie Pierre Duquoc & Adrian Owen (artists, performers)

Abstract: An Art Workers History, introduced in December, 2017 within the framework of a command of the Pole of Visual Arts in Pays de la Loire. Lecture by Marie Pierre Duquoc and Adrian Owen

7.00 – 7.30 pm

"I Got The Business Blues": What Organizations Can Learn From Popular Music

Bertrand Agostini (ICN Business School, Dpet HRM/OB)

Abstract: As the link between sustainable development and art begins to shed a new light on organizational conceptions, the presentation considers popular music, and especially blues music. The conceptual process is to highlight the philosophical roots of Western aesthetics in order to propose a counterpoint based on popular and ordinary living sustained by popular music, and try to sensitize the ears of organizations so that they offer 'vital nourishment' in the workplace.

7.30 – 8.00 pm

Curating the Concrete; Magritte Management or « Ma Pomme Phénoménologique »

Pierre Guillet de Monthoux (Copenhagen Business School)

8.00 – 8.30 pm

Drink

9.00 pm

Dinner (invitation only)

Thursday,
December 6th

Session 2

Co-presence, interaction and identity
(Forum – 1st Floor)

9.00 – 9.30 am

Body narratives: Arts-based dissemination of knowledge and the use of artistic methods to communicate research purposes

Brigitte Biehl Missal (SRH Hochschule populären Künste, Berlin)

Abstract: Arts-based methods as representational forms go beyond rationalist formats of academic writing to include metaphorical expression, visual narratives and imagery, and actual bodily movement in choreographies. We will explore artistic forms to communicate findings and their capacity to address issues that intellectual forms of inquiry represented by traditional journal articles cannot address fully. Aesthetic and embodied forms of knowing in particular benefit from a more intricate, emotional and multi-layered form. The co-present situation is central to arts-based presentations as it may articulate multiple research purposes that include empowerment and political agendas.

9.30 – 10.00 am

The Calder Effect. Digital iconology of the human trace

Anne Dubos, aka Little H. (anthropologist, transmedia artist, Little Heart Movement)

Abstract: My latest research project tend to combine archaeological, anthropological, technological and iconological fields. How can an interactive digital apparatus manifest the perception of a painting, dating back almost 40,000 years?

10.00 – 10.30 am

Exploring Identity in the British Columbia Wine Region: A design innovation approach to facilitate regional collaboration

Michael Johnson (Innovation School, Glasgow School of Art)

Abstract: This presentation shares a design innovation approach to engagement activities undertaken with winery owners, wine makers, principals and other stakeholders in the industry exploring identity for the UBC-KEDGE Wine Industry Collaboration. The purpose of this engagement activity was to work with the industry to determine how the British Columbia wine region might clarify and unify its identity, so as to position itself on the international scene. The activities included a series of Identity Workshops that took place between 26-30 November 2017, visiting six sub-regions of BC, and an Identity Day with follow-on discussions at a Wine Leaders Forum, 4-7 March 2018

Session 3

Interventions in contexts
(Forum – 1st Floor)

11.00 – 11.30 am

"What's wrong with traditional teaching?" On bringing dysfunction to the classroom

Tatiana Chemi (Department of Learning and Philosophy, Aalborg University)

Abstract: I will start from a personal storytelling in the autoethnography tradition, focussed on dilemmas on and resistance against arts-based methods in higher education. I will frame it as a performative redoubling that can establish a different form for dialogism, but can also generate emotional resistance from participants (teachers and students). Activities on stage shape complex places inclusive of what is visible and can be shared with others, but also what is invisible and must remain such, in order to achieve dramaturgical effects. The stage does not offer in itself a straightforward inquiry platform on any topic, but rather a metaphorical redoubling of perspectives. We address the dramaturgical redoubling that occurs in the relationship between actor and character, and at the same time amongst characters and amongst actors, as a multiplying of dialogic perspectives.

11.30 – 12.00 am

Art off/for studying work

Jean-Luc Moriceau & Terrence Letiche (LITEM, Univ Evry, IMT-BS, Université Paris-Saclay)

Abstract : Studying work within the ministry of work in the Netherlands requires art and tact. A specific method based on affects generated during interviews and participant observations was designed. Paintings were elaborated in resonance with affects to trigger responses in employee groups. The presentation will propose a reflection on the method and the experience, and its ability to generate insights on the situation, context and meaning of work within the ministry; and on the role of arts in and beyond research.

12.00 – 12.30 am

Rely on the Imaginary to Imagine Different Futures

Nicolas Minvielle (Audencia Business School, Dept Communication and Culture)

12.30 – 1.30 pm

Lunch

Session 4

Truth and clichés
(Lobby)

1.30 – 2.00 pm

Aesthetics: Absence, Shame, Confrontation

Hugo Letiche (University of Leicester IMT-BS, Université Paris-Saclay)

Abstract: Focusing on Edouard Louis' authorship, I explore 'writing-truth' as a contemporary realist aesthetics. Firstly, I describe the context of his authorship and the context wherein he spoke about his aesthetics.

2.00 – 2.30 pm

Crushing Cliches

Luc Peters, Philosopher, writer, musician.

Abstract: Cliches are adorable and despicable. We need them and try to abort them. We love to hate them and meanwhile are entangled in them. To deal with this paradox we need film, architecture and other art forms to shock our thoughts and kick us awake. This involves running wild, screaming, mirrors and noise.

2.30 – 3.00 pm

Break

Session 5

Hybridizing art, design and science
(Forum, 1st Floor)

3.00 – 3.30 pm

Freeing and Hybridising Art and Science
Yves Habran, ICN Business School.

Abstract: Art is sometimes imprisoned in museum and theaters. Science is also sometimes imprisoned in research journals. Can we free, hybridise and relate them to practices? This question will be raised by mobilising a collaboration with social workers from a Home-based Strengthened Educational Service

3.30 – 4.00 pm

Using design fiction for scientific mediation

Lea Lippera (problem designer, Design Friction) & Kevin Lippera (PhD student Ecole Polytechnique, Paris)

Abstract: The paper aims at investigating the existing bridges between the fields of research and design fiction - a form of design between design and art, aiming at inspiring alternative futures and raising debate, and questioning the contribution of design fiction as a tool for scientific mediation.

Concluding Session

(Lobby)

4.00 – 5.00 pm

Do It Yourself DYSFUNCTION workshop and Conclusion

Antoine Lefebvre & Philippe Mairesse (*DYSFUNCTION*), Catherine Morel (Audencia Business School, Dept Communication and Culture)

DYSFUNCTION #5 is published by antoine lefebvre editions in an edition of 200 copies for the *DYSFUNCTION Day* organised by Philippe Mairesse and Catherine Morel on December 5th & 6th, 2018.

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DYSFUNCTION journal has published four issues between July 2017 and July 2018, each one dedicated to a single paper, shaped and written in a hybrid format mixing science with art.

During this first year of existence, our four first issues dealt on different levels with fiction used in research, as a way of questioning scientific objectivity and the limit between reality and fiction.

DYSFUNCTION is a free artistic and academic journal created by Natalia Bobadilla, Antoine Lefebvre and Philippe Mairesse as part of the research program ANR ABRIR, which was a collaboration between artists researchers from the ART&FLUX team and management researchers of the DRM MOST, between 2013 and 2017.

DYSFUNCTION is hybrid, both an artist publication and a research object. Each issue highlights a project that combines art and research in social sciences and humanities, and disseminates research findings through artistic forms.

DYSFUNCTION is available for free while stocks last at 本 \hon\ books, 74 Avenue Denfert Rochereau, 75014 Paris. Every issue can be downloaded for free on <http://dysfunction-journal.tumblr.com/>

DYSFUNCTION publishes research that trespasses the boundaries between arts & social sciences.

DYSFUNCTION is financed by research and academic institutions but decisions about the publication are made by the editorial team only.

DYSFUNCTION offers a permanent open call.

If you think your work can interest us, write us.

The editorial team

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