



Art working In the workplace

PFM Award winner report

Review of the acclaimed
partnership at Forth Valley
Royal Hospital

Secured facilities when empty

Ten most important factors
when securing a vacant
property

Get inspired by your interior

Top tips on how to create a
case for investment in inspiring
interiors

Latest industry research reveals benefits of art in the contemporary office space

MAKING ART WORK IN THE WORK PLACE

International Arts Consultants (IAC) partnered with the British Council for Offices (BCO) to produce a report on the latest trends and best practice in the art on the workplace. This report is based on a survey conducted by BCO amongst their 1500 members and individuals from IAC's client base. 90% of the survey respondents display art on their premises and 86% of them think art is more relevant than ever in today's office environment.

The survey was supported by extensive qualitative research with in depth interviews of leading architects and interior designers, behavioural psychologists and corporate occupiers who assessed the use and benefits of art in the current office environment.

Key research findings reveal that art in the workspace assists in communicating brand values, inspires creativity and can significantly increase staff productivity and retention.

Workspace art also has a great impact on the design scheme of the office space and 93% of survey participants agreed that art makes the workplace more welcoming for staff and visitors alike.

The report also deals specifically with the changing nature of workspace design and utilisation such as the 'Third Space' and how



workplace art can best respond to these trends by considering new kinds of art (integrated, functional or kinetic and digital), investing in pieces that can be easily moved (free-standing or modular artworks) as well as opting for art rental solutions in order to maximise flexibility and budget. [A survey by the Workspace Intelligence Unit found that the amount of floor dedicated to third space is set to double by 2020 (www.workplaceintelligence.co.uk)].

"I believe strongly in the ability of art to transform the workplace into a more aesthetic, creative and

productive environment," said Alex Heath, IAC's Managing Director.

International Art Consultants embarked on the project to present a fresh approach to art in the workplace since their last research work 'Art Collecting: The Benefits for Your Business' was published ten years ago. BCO members as well as senior management from independent companies have significantly contributed to the survey with insights and case studies that reflect how their business and workforce have been benefited from a sound and consistent art strategy.

