

## **Business & Society Incorporated – Artist Statement**

Business and Society is a class at Emory's Goizueta Business School that explores some of the biggest challenges facing business, such as climate change, racial injustice and other social inequities, and threats to democracy. It reflects on ways "business as usual" has created and sustained these systemic challenges, and it also considers how business can be reimagined to build a more inclusive and sustainable world. Students choose to take this class for a variety of reasons, but one overarching theme is that relatively soon, many of them will be starting the next chapter of their professional lives.

As artists and educators, we wanted to explore all the ways business and society are incorporated. How are they intertwined and interdependent? Could art provide escapism that fuels creativity and future contemplation? Could that creativity inspire new relationships between business and society? During arts workshops, students used tools from improvisation, applied theater, and sound design to consider their reactions to course topics and to reimagine what these relationships and systems could look like in the future.

"Business and Society Incorporated" presents themes of dualities: business and society, profit and purpose, past and present, chaos and order. While these concepts often appear oppositional, we explored how they are intertwined and interdependent. So our piece features two sides. On one side is a desk displaying a variety of Dada inspired art from class – including aural Dada poems of readings, Dada versions of their own resumes, and a selection of memes representing the emotions they felt when writing their op-eds. We explored Dadaism and the ways that embracing chance, randomness and outright absurdity can help us see business in a new perspective. We then presented this art on outdated technology from when the project team was starting our own careers. The second side focuses on future possibilities. Students appear in the holopresence and describe things they may do to support business as usual, as well as what they can create in the future in their roles as leaders and change agents. Throughout the project, we welcomed the notion that the answers to solving some of business and society's challenges are not going to be as easily discernible as we may like, but we press on nonetheless.

We would like to thank the GBS students who accepted the invitation to explore business and society with us. You challenged us to think about these relationships in new ways, and you inspired us with your ideas and creativity. We hope you remember all the things you are capable of now and in the future.