

Art imitates life: art and architecture as a driving force for change

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Abstract

Purpose

The purpose of this paper is to explore the use of art and architecture by leadership as a driving force to effect change of perception of an organization's identity. While some claim life imitates art, from a management discipline lens the paper aims to state that art imitates life through introduction of a conceptual model.

Design/methodology/approach

A literature review of organizational art and architecture, leadership, identity and change is undertaken and synthesized with Lewin's theory and concepts of force field analysis. Case studies from Africa, Europe and the USA are analyzed.

Findings

Organizational leadership uses art and architecture as a driving force to effect change in perception of identity. This is exemplified through evaluation of choices in the organizations examined.

Practical implications

This paper establishes a relationship between choices organizational leadership makes on art and architecture and how they can be used as a driving force to effect change in perception of identity and proposes a conceptual model for further study. This model opens potentially several new streams of research in management and organizational change disciplines.

Originality/value

There is a small subset of scholarship and studies in the fields of management and organizational change, with a scant amount focused on choices organizational leadership makes on art and architecture and how they can be used as a driving force to effect change in perception of identity. This paper attempts to initiate further research and empirical studies.

Keywords

Organizational change

Organizational identity

Organizational art and architecture

Organizational leadership

Lewin's force field analysis

Corporate identity

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