



Jacqueline Mitchell

# Art in the right place is logical

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Turning a passion into a business is not new. But seeking to evolve world peace through art might be.

With 25 years overseas, a decade of corporate adventures, a masters degree and fluency in three languages to fall back on, Jacqueline Mitchell decided to challenge her latent entrepreneurialism.

"I explored aspects of my personality," Jacqueline says, "in order to create my own dynamic and innovative career path.

"My passion for art and my desire to express my entrepreneurial alter ego has grown into a business which allows the artistic horizons of others to expand as well."

Art Logic, Jacqueline's art rental and advisory business, has three key objectives: to enhance work environments by providing alternating art; to support local artists by sourcing space outside galleries for their work; and to push people's perceptions of what constitutes art.

"As an innovative business, Art Logic allows artists to retain ownership of their artworks whilst being paid a rental fee," she explains. "Most art is also available for sale, so artists have a double opportunity to support themselves and their work."

Jacqueline says the grass roots idea has seen her develop workshops and greater corporate interaction with artists, communication that would be normally reserved for art aficionados and gallery visitors. Seeing herself as a 'corporate curator', she explains that art education is integral to personal and business betterment. The curated exhibits can

reflect any image a company wants to portray – that it is fun, connected and challenging, for instance.

"When I work with an organisation to provide artworks there is also an opportunity to have artists come and talk to staff about their work," she says. "Surprisingly, this is a great team-building initiative as co-workers can learn much from each other's reaction to art."

Jacqueline says games such as matching an artwork with a list of random titles explores people's views about art and can provide great conversational topics in the workplace. Artist talks and quizzes during a lunch hour, or as part of team management, mean renting art can provide much more than just an interesting backdrop.

"I try not to imprint my views when choosing art for a space," says Jacqueline, "and I also try not to be dictated to by the preferences of the client, because the whole point is to expand people's perceptions. That can only be effective if preconceptions or preferences are taken out of the equation."

Using gallery hanging techniques, Jacqueline also ensures that a variety of art can be accommodated without damaging walls or rearranging spaces.

Parochial and proud, Art Logic handles only art from South Australian artists. "It is a must for local artists to be supported not only because they enrich our cultural heritage but because we spend so much time in our workplace. Offices should be amazing, beautiful and fun places," Jacqueline says.

Artworks range from traditional canvas to sculpture, multimedia, industrial design, installations, lights and – somewhat contentiously – graffiti art. Jacqueline works with more than 40 South Australian artists and the number is constantly rising.

This diversity means exhibition space is not restricted to foyers and boardrooms. In addition, art rental fees are tax deductible as a business expense.

"My future vision is to have businesses and corporates support artists in the same way they support their charity of choice," Jacqueline says. "By sponsoring artists, displaying their work and even providing studio space or paying studio rents, corporate social responsibility will be seen to be operating in a new and dynamic environment.

"But it's not about diverting support from charities; it's about contributing to the health and happiness of employees, gaining the respect of clients and helping to bring people together through art."

And does Jacqueline really believe that people can be brought together through art? You bet she does. She has seen it in action.

"World peace may be a lofty ideal," Jacqueline says, "but seeking to have people better understand each other and appreciate alternative views does bring about office harmony. The extension of that gained tolerance and understanding filters through to communities, countries and, ultimately, the world." What a change of art!