

WHY PARTNER WITH THE ARTS?



When businesses partner with the arts they get more **inspired and engaged employees**. We've identified the best reasons why partnering with the arts helps **recruit and retain talent**. Let us show you how.

THE ARTS AMPLIFY EMPLOYEE SKILLS



The arts reveal and enhance the breadth of talent and creativity among employees and teams, cultivating the creative thinking skills your business needs.

55% OF AMERICANS

say that their job requires them to be creative—either individually or as part of a team—and come up with ideas that are new or unique.

Americans Speak Out About the Arts in 2018

64% OF THE WORKING POPULATION

believe that the arts make them a more creative person, which helps them in the workplace.

Americans Speak Out About the Arts in 2018

59% OF BUSINESSES

said the arts increased employee creativity and growth.

Business Contributions to the Arts: 2018 Edition

“Hallmark’s #my5days program offers five accountable work days per year for creative employees to renew, explore, learn, and think differently. This initiative has spurred several product concepts and ideas that we have brought to the marketplace. With #my5days, Hallmark has created a more connected and engaged employee community, as they focus on a continual development of the arts.”

KRISTI HEENEY-JANIAK
CREATIVE CULTURE & TALENT
DEVELOPMENT MANAGER

HALLMARK CARDS, INC.

PARTNERSHIPS IN PRACTICE

AMERICANS
for the **ARTS**



ASPEN SKIING COMPANY **ART IN UNEXPECTED PLACES**

Since 2005, Aspen Skiing Company has used art to fulfill the company's founding mission of making Aspen a place to renew the whole person in mind, body, and spirit. By placing art throughout the work environment—on the mountains, in their restaurants, on their lift tickets, and on their office walls—both employees and guests engage with art in the context of their surroundings. Recent partnerships have included text-based lift ticket art, environmentalism-themed installations on the mountain, and an original Herbert Bayer tapestry on display. To seed conversation, ASC produces blogs for its website and presents employees with talking points—extra tools to engage customers for a unique experience.

*Photo credits:
Aspen Snowmass Lift Ticket Artwork by Murakami, photo by Harrison Buck
Solo Together—Art in Unexpected Places by Paula Crown, photo by Jordan Curet*

KOHLER **ARTIST IN RESIDENCE PROGRAM**

Kohler Co. offers artists residencies of two to six months to explore new ways of thinking and working and to create bodies of work that are not possible in their own studios. The value of Arts/Industry to Kohler and the region is manifold: the artists' involvement in the factory and the community energizes the associates, and produces a creative synergy not only with the designers but also with engineers, slip casters, enameling specialists, and others. The cross-pollination leads to innovative ideas and products.

FURTHER **READING AND RESEARCH**

CAPITALIZING ON COMPLEXITY: INSIGHTS FROM THE IBM GLOBAL CHIEF EXECUTIVE OFFICER STUDY

This study, conducted by IBM, is based on face-to-face conversations with more than 1,500 chief executive officers worldwide.

READY TO INNOVATE

This survey reflects employers' recognition that building an innovative workforce will depend on developing employees' creative abilities.

For more information on the pARTnership Movement and additional resources and case studies, visit www.pARTnershipMovement.org.