Collection Pictet
Art at Work
Loa Haagen Pictet, - 7th October 2015, Beau-Rivage, Geneva
Art at work

• “From an economic standpoint, such involvement in the arts can mean direct and tangible benefits.

• It can provide a company with extensive publicity and advertising, a brighter public reputation, and an improved corporate image.

• It can build better customer relations, a readier acceptance of company products, and a superior appraisal of their quality.

• Promotion of the arts can improve the morale of employees and help attract qualified personnel.”

David Rockefeller
IAICCA
International Association of Corporate Collections of Contemporary Art
for the love of art.
James Turell, *Boullee’s Eye*, Lhoist Group

Pipilotti Rist, *The Shimmering Solution – The Tender Pixel Storm*, Statoil

Jean-Baptiste Huynh, *Huyen I, Huyen II, Huyen III*, Neuflize Vie

Who we are?

IACCCA – International Association of Corporate Collection of Contemporary Art – a non-profit organisation created in 2007 by and for professional corporate curators.

IACCCA brings together the curators of corporate collections worldwide in order to reflect on the future and the responsibilities of corporate collections with a view to foster adequate and innovative practices in a constantly changing environment.

An affiliated member of the International Council of Museums (ICOM).
Members

- Norway
- UK
- Netherlands
- Belgium
- Luxembourg
- France
- Spain
- Portugal
- Morocco
- Switzerland
- Austria
- Germany
- Turkey
- Japan
- Brazil
Purpose

PURPOSE
ASCERTAIN the sustainability of their companies’ commitment to art
LEVERAGE the artistic and patrimonial value of their collections
ENFORCE visibility, recognition and reputation
ENTER in an educational dialogue with stakeholders (staff, clients, general public)
ENHANCE the importance of contemporary art in our corporations and society
Jeff Wall, *Children*, Proximus

Jerry Zeniuk, *Istanbul Wall Painting*, Borusan Holding

Claes Oldenburg & Coosje van Bruggen, *Inverted Collar and Tie*, DZ Bank

Tomas Saraceno, *Flying garden (M32)*, European Patent Office
Mission

Establishing Standards of Excellence
IACCCA sets standards for corporate collections in management and collections organisation. It establishes minimum standards for professional practice and achievements for corporate collections. By joining ICOM, IACCCA has adopted their Code of Ethics for Museums as a reference and each member is committed to respecting this code.

Developing the professional network
With more than 40 members, IACCCA is a unique international and professional network of corporate collections and their curators. IACCCA brings together corporate curators and museum experts to discuss various contemporary art-related themes.

Leading a Global Think Tank
IACCCA’s task groups conduct advanced research in fields for the benefit of the corporate community. These are forums for advanced studies and sharing knowledge.
What we do?

- MEETINGS
- VISITS
- SEMINARS
- WORKSHOPS
- CONFERENCES
- EXHIBITIONS
- FORMAL & INFORMAL COLLABORATIONS
- TRAINING OF NEW MEMBER
- LOBBYING

**TASK GROUPS**

- Share expertise and best practices
- Commissioning Art Works
- Staff engagement & Education
- Corporate Collections & Museums
- Lobbying & Corporate Social Responsibility
- Legal Issues & Code of Ethics
Hans Danuser, *Joggeli*, Helvetia insurance

Magdalena Jetelova, *The Chair*, Borusan Holding


Allan McCollum, *90 Drawings Collection n°6*, Bergé & Cie