

# Memorandum

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## Executive Summary

The objective of this memorandum is to analyze the importance of the company offices art decoration. It is designed to analyze the management procedures, which are to be administered in the office premises. Taking into consideration contemporary fashion trends, it is highly advisable to hang the pictures drawn by the 19th century artists in the postmodernist style. According to the postulates of art movements, the offices of Coca-Cola, Microsoft and Arcelor Mittal group are decorated. This paper speculates over the works that should be purchased (their authentic copies) and placed within the premises of the offices of the company. Second part of the paper analyzes the most desirable location of the paintings. The last part of the paper is linked to the evaluation of relevance and business message sent by the pieces of the art in question.

## Works to Place and Places of the Choice

By analyzing the existing postmodernism pieces of the art, our choice has been made on the portrait of Maximilian Luce, and outstanding painting made by Paul Signac. The paper represents one of the most marvelous types of mixture of postmodernism and anarchism. The picture has been for many times as one of the most contributive and the illustrative pieces of this painting trend. The highest degree of recognition has been paid by the British Queen, who placed this picture in the Buckingham Palace. With regard to the public oriented message of this picture, I believe that it is relevant to place it in the office of the Chief Executive Officer of the company, in order to highlight his affiliation to classical culture and common interests with the acknowledged international business and political figures.

The second picture, which is designed to be placed within the premises, is the Western Railway and its exit from Paris, 1886 by Charles Angard. Although the commercial message of this picture may seem to be ambiguous, it will definitely highlight the corporate orientation of our firm (Clement & Annick, 1999). My firm's opinion is that although this picture is not significantly acknowledged by the critics, it still bears strong industrial message. The composition of the canvas illustrates the animosity between the nature and the advent of the industry. The author seeks to establish that there is a high possibility to harmonize these classically antagonizing issues (Turner, 2000). Considering the presence of highly developed environmental policy of our company, it is reasonable to place this painting on the wall of the company open office space.

The last but not least recommended piece of office decoration is Haying at Eragny, painted by Camile Pissaro. The objective of the paper is to demonstrate how divine, precise nature can contribute to the mental and intellectual growth of the human being. The picture depicts rather intelligent, well-educated lady who takes part in the harvesting procedure, hereby merging with the agricultural community. This picture inspires us to think about our origin, our ancestors and the objective of our presence in this world. From my point of view, this picture must be placed near the entrance to the company premises, so that our customers and strategic partners are aware that we never forget our company mission statement. In order to avert confusion and criticism, it seems to be relevant to place a motto of the firm from the mission statements below the picture, so that the entrant can easily understand our company mission statement.

## Relevance of the Decoration

The objective of all these procedures is multifaceted in its nature, and pursues branding, environmental, cultural and corporate teambuilding goals. An army of international scholars and human resources practitioners advocate the idea that art can be effectively applied to enhance and strengthen particular areas of company functioning, specifically nowadays, when conventional tools of encouragement and motivation are reported to be no longer effective.

First and foremost, recent studies precisely indicate that the presence of art pieces on working environments positively contribute to the industrial performance demonstrated by the staff of the company. They are motivated either by their aesthetical predispositions or other internal motives; the effect is present and unequivocal. This strategy followed by Microsoft ultimately culminated in 1.5% sales gross; therefore, these paintings may seem to be naive, still they should be considered as a powerful solution of company performance enhancement.

The critics of this initiative may unanimously state that this policy is just squandering. However, the opinion of the scholars as well as the empirically collected data precisely indicate that multiple domestically and internationally operating corporations and other business entities have longed the strategy to motivate the personal and increased sales. The scholars attribute art decoration to one of the most effective solutions of company medication of the enhancements of non-financially orientation.

Moreover, these works are designed to emphasize the commercial

orientation of the company, since all of them indirectly insinuate the advance of the technology and further industrialization of the world. This technique will demonstrate to our partners, that while we aspire to be technologically advanced and have tremendous competitive advantages over our major rivals, we still stay friendly within natural environment and that we are aesthetically affiliated.

Overall, the placement of these paintings will ultimately enhance motivation of our employees, while sending particular messages to other customers and strategic partners. The choice of these works demonstrates that our company indeed goes off the beaten track. The use of trite Mona Lisa or paintings of Picasso will exercise the adverse effect, emphasizing the adherence to conservatism, which is not popular nowadays. Therefore, post modernism in general and these works in particular will definitely contribute positively to the cultivation of our corporate culture and message.

## Reference List

Clement, R.T., & Annick, H. (1999). Neo-impressionist painters: A sourcebook on Georges Seurat, Camille Pissarro, Paul Signac, Théo Van Rysselberghe, Henri Edmond Cross, Charles Angrand, Maximilien Luce, and Albert Dubois-Pillet. Westport, CT: Greenwood Pre.

Turner, J. (2000). The Grove dictionary of art: From Monet to Cézanne: Late 19th-century French artists. New York: St. Martin's Press.