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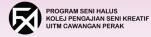
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ARTWORK IN THE WORKPLACE

a chapter by

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Introduction

Art plays a major role to stimulate the senses and make people feel good. It is because it serves as a reflection of our inner emotions, evoke our feelings, creating a bridge of understanding between diverse groups of people. Art is also a medium for communicating ideas, telling stories and conveying messages. It can also act as a therapeutic relief by the sharing of experiences and reactions, starting conversations eventually creating understanding.

Workplaces are spaces that are mostly plain and stressful. The majority of hours that most employees spend are at their workplaces. Hence, the workplace needs to be interesting, relaxed, colourful and creative. These elements could boost the energy of employees and they can work better and feel happier. One thing management should do is choose and display motivational artworks that employees could look at and stay motivated. Placing artworks can help to loosen up and unwind the daily stresses faced by employees. Artworks can elevate employee performance, improve their moods and physical well-beings as well as strengthening the relationship between employees and clients.

Choosing the Right Artwork the Workplace

Since art plays a significant role in shaping the workplace environment and boosting positivity and productivity employees, choosing the right artwork is quite challenging. The management should have some knowledge on how to choose the artwork. The first thing that they need to do is develop a certain theme that can reflect the business product or service, the employees, the clients, and etc. Then they may think of the colour scheme to create the mood with either neutral shades or vibrant colours. The

management should also consider how to display the artwork - choosing the right A well-curated selection of artwork on walls and in common areas can contribute positive energy levels and strengthen the organisation's culture.

If the management focuses on creative employees to be a core value, the best artwork to be displayed is abstract art. Abstract art can stimulate the imagination and creativity of the viewers, as well as evoke different emotions and moods. Abstract art can also create a sense of dynamism and movement in the workplace, which can boost energy and motivation. Meanwhile, for the waiting rooms especially for the guests or contemporary artwork with bright colours will be a good choice. Guests or clients will experience confidence and bring positivity into their meetings with the company. On the other hand, if the management focuses on professionalism and sophistication, they can choose minimalist art that uses simple shapes, lines and limited colours. Besides creating compositions that are elegant and refined, minimalist art can also emphasize the quality and functionality of a particular space.

The management that is concerned about nature can display nature-inspired art. With this style, the uses of elements from nature such as plants, animals, landscapes and natural phenomena can create a sense of calmness and relaxation in the workplace. In the meantime, the management can also create a fun and playful atmosphere in the workplace if they connect with Pop art. Pop art such as advertising, comic books, celebrities and mass media can reflect the values and identity of the management as well spark conversations and interactions among employees and guests. Finally, the management can also choose photorealism that is high-resolution photograph. This type



of art can create a realistic and detailed look and can showcase a professional and polished image.

These are some of the examples of art styles that can give the idea to the management to enhance workplace creativity and productivity. However, there are many other styles of arts that the management can choose or consider depending on the goals and objectives of the company.

Types of artworks that should be avoided at the workplace.

The management should consider the types of artworks that should not be displayed in the Generally, they should avoid workplace. choosing complex pieces of art and boring patterns. Those kinds of artworks give negative impact to the employees as well as the working environment. It can turn the workplace into an uncomfortable unsightly and situation. employees feel demotivated. sometimes distracting the employee's concentration and they become stressful.

The benefits of artwork at the workplace.

Since the management has some kind of understanding and knowledge in choosing the right artworks for the company, they can plan and decide where to install or display those artworks. The intended space to display all the artworks include the conference room, waiting room, employees' workplace, main entrance, office lounge, and etc. Thoughtful placement of artworks can transform dull or empty spaces into inviting areas, fostering a sense of warmth and belonging.

In general, viewing artworks can trigger certain kinds of deep emotions and thoughtfulness. The knowledge within the viewers helps to intensify the understanding and appreciation for the artworks. According to Arch (2010), when art is placed in public areas, people tend to gather, communicate and share ideas. It gets people interested, curious and think creatively. A 2016 study revealed that people who worked in an office surrounded with art and plants were 17%

more productive than those working in a basic and functional environment with no additional adornments, demonstrating that employees work better in decorated spaces.

The British Council for Offices found that 61% of their workers believed that artwork inspires them to think and work more creatively. Looking at art in the office can encourage deep interpretations, may boost new ideas and creativity as well as productivity. Art can also help in improving the mental health and wellbeing of employees by reducing stress, anxiety, and boredom. It can elevate more positive and collaborative workplace culture and environment fostering communication, by teamwork and diversity. The Guardian reports that Dr Craig Knight, a psychologist who studies working environments, found that "if you enrich a space, people feel much happier and work better; a very good way of doing this is by using art". Therefore, when employees are happy, they can create a good sense of team spirit, lead to better morale, lower absenteeism and improve employee's retention.

On the other hand, art can also demonstrate the company's history, style, culture, personality, mission and value. When the employees, partners, clients, prospective customers come to the company, art provides a focal point, a statement, or a message. The impact of first impressions is a lasting one, especially to the clients and potential customers because it can make them confident, generate significant business, leads and growth. Furthermore, art can be a topic for discussion and socialisation among people as it can engage them to interact and connect with each other, collaborate, and create a positive working environment.

Conclusion

Choosing artworks in the workplace is quite challenging to the management. They have to think and choose the right artworks to display as it can create an ambience of good energy and motivate employees. Having the right artworks will be beneficial to the companies and employees as it will add visual interest to the workplace and leave positive vibes to them as well as to the clients and visitors.

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