

Zeitschrift: Outlines
Herausgeber: Schweizerisches Institut für Kunstwissenschaft
Band: 3 (2006)

Titelseiten

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

Download PDF: 05.02.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Art & branding. Principles – interaction – perspectives. Increasing numbers of companies today use art as a branding tool. At the same time, brand culture and branding strategies have become central characteristics of the art system. ‘Brands of excellence’ are used in a variety of ways in the globalized consumer and ‘event’ democracies, and are considered to symbolize success for almost anything: countries or corporations, CEOs or shooting stars, consumer goods or services, works of art or events. Creating and propagating brands and providing information on their peculiarities and qualities have become decisive market factors. Many contemporary artists therefore take their cue from strategies employed in marketing, advertising or fashion in their work.



Contributions by

Juerg Albrecht

Simon Baur

Regula Freuler

Walter Grasskamp

Samuel Herzog

Hans-Jörg Heusser

Kornelia Imesch

Franz Liebl

Holger Liebs

Manfred Schwaiger

Wolfgang Ullrich

Philip Ursprung

Art & branding

outlines

edited by the
Swiss Institute for Art Research

Volume 3

English

With summaries

Art & branding

Principles – interaction – perspectives

edited by

Hans-Jörg Heusser and Kornelia Imesch



Swiss Institute for Art Research

Editor

Kornelia Imesch

Translation

Toby Alleyne-Gee, Zurich

Editing

Juerg Albrecht and Kornelia Imesch
in collaboration with Cecilia Hurley

Design

Robert & Durrer, Zurich

Composition and layout

Juerg Albrecht

Scans and image processing

Juerg Albrecht

Printing

Südostschweiz Print AG, Chur

Binding

Buchbinderei Burkhardt AG, Mönchaltorf

Cover illustration

Leonardo da Vinci, 'The proportions of the body', c.1490–2
Venice, Galleria dell'Accademia

Page 5

Michael Landy, 'Closing Down Sale', 1992/2002

Copyright 2006 by

The authors and the
Swiss Institute for Art Research, Zurich
www.unil.ch/isea

ISBN 3-908196-40-X

ISSN 1660-8712

Distribution

Balmer Bücherdienst AG, CH-8840 Einsiedeln
www.balmer-buecherdienst.ch

We would like to thank the following institutions for supporting both this publication and the symposium that preceded it:

Association for the Promotion of the Swiss Institute for Art Research, Zurich
Swiss Academy of Humanities and Social Sciences, Berne

