

Workshop: development of new competences for intellectual leadership

# *Psychology of the image: art and creative mind of a leader*

July 28 -29, 2017, Irkutsk

*Simultaneous translation from Russian into English*

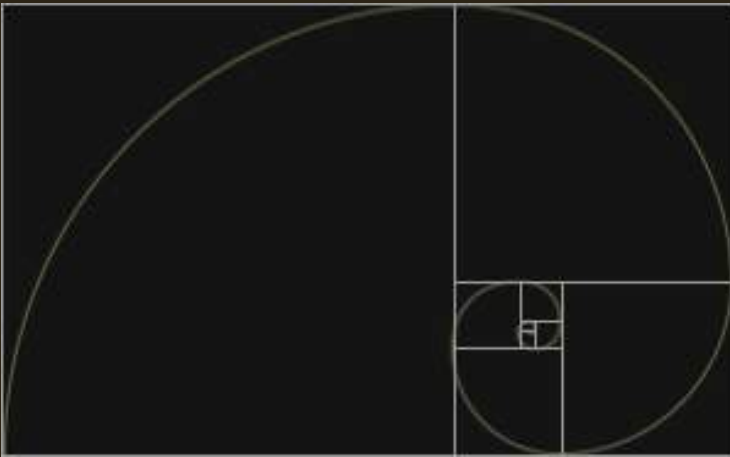


The 4th International Business Forum of  
Intellectual Leadership at Baikal  
“NEW MEANINGS IN BUSINESS”

# The goal of the workshop:

*to develop new competences for intellectual leadership*

We are transitioning to the age of comprehending images. An image is a deep-laid language that gets ahead of our thoughts, emotions, actions...



“A leader is mainly a CREATIVE MIND, the one guided by the internal obviousness to find a functional solution for many people that crosses the bounds of existing logic.”

*A. Menegetti*

The development of a new competence for intellectual leadership:

- the ability to understand how the image influences the state of mind, life of a person, and social phenomena;
- the ability to understand how images influence inner decisions;
- the ability to understand how destructive and shallow images limit the development and how high art helps to open up new horizons of activity;
- the inner ability to distinguish the influence of images through the development of intuitive cognition.

# Day 1

## *Comprehending of psychology of the image and art*

### TOPICS:

- What is an image in the perspective of the deep-laid psychology?
- What does the image mean for its creator and its audience?
- How are the image and art connected to the state of mind and the structure of personality of a person?
- The meaning behind the phrase “Tell me, what image you follow, and I'll tell you who you are.”
- What psychophysiological influence does art have on personality of a person and his/her further actions?
- How to understand what emotions - positive or negative - images and art trigger? What influence do they have?
- Who is a mature personality and why is it important for a mature person to find beauty in art to open up new horizons for self-realization?
- What is the mechanism behind the perception of art?
- What influence does art have on a person's view of life?
- Why is it important to understand what the vitality and beauty of art consist in?
- How is the loss of the beauty criterion in art reflected in the history of art?
- What are the consequences of the loss of the beauty criterion in art?
- Why is it important realise how to stay away from destructive images in art?
- In what way are the images of art and the creative mind of a leader interconnected?

# Day 2

## *Image and art in our everyday life*

### BROADENING OF UNDERSTANDING OF INFLUENCE OF IMAGES IN OUR LIFE:

- Historical prerequisites and reasons for emerging of modern art; overview and analysis of different stages; influence on people and society;
- How to use the criterion of organismic and intuitive perception in practice when assessing a piece of art?
- How do images of art transfer to other spheres of social life, like fashion, architecture, interiors, cinematography, visual communication, education etc.?
- How do everyday images influence the formation of consciousness and decision taking?
- How to use places giving impulses for creativity and sudden revelations?

#### Places "Genius loci":

- What is "*genius loci*" (in the Greek language "spirit of the place")?
- How should "*genius loci*" be used for self-development?



### EMPIRICAL PERCEPTION OF ART

While visiting a modern art exhibition and a genius loci place, we will feel how differently the criterion of organismic and intuitive perception works.

### EMPIRICAL PERCEPTION OF IMAGES OF APPLIED ARTS AND VISUAL COMMUNICATION

In practice we will study the influence of images in the media, cinematography, advertising, fashion etc.

# Moderators

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## RASA BALCIUNIENE

Organiser and architector of the New Meanings in Business Forum, entrepreneur, inspirer of changes in thinking, consultant in personal development, bearer of new opportunities, visionary, practical worker in onthopsychology, founder and manager of Femina Bona (for 24 years) and Harmonious Individual Institute (for 12 years).

*"When we experience one crisis or another, it means that our perception of the environment is directed at the past and we don't realise that the environment has already changed. To get out of any crisis means to transform the limiting stereotypes into newly emerging opportunities. And behind a stereotype there is always an image which we follow, which we mostly love, and which determines our inner decisions. It's time to take responsibility for the images we absorb and create."*

# Moderators

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Tatyana Kharitonova  
Picture by Gediminas Grazys

## TATYANA KHARITONOVA

Leading psychologist of the State Hermitage Museum, a museum of art and culture and history in Saint Peterburg, Russia, historian of art, researcher at the Department for Sociological Studies at the Hermitage.

*«My scientific research led me to the conclusion that pieces of art recognized even by critics and the society can have a different influence: some works help a person regain peace of mind and restore vitality, give creative urge, whereas others make a person shrink, protect oneself, and make mistakes. And the person chooses for him/herself which symbol of art from everyday life to let in - it can trigger growth or incite regress. Only beauty in art and life in general allows the beauty of mind to be displayed and lets a developing personality to be created.»*