

**A new date with the ewoTALKS**

**8 pm Thursday 19/11/2015**

**Art and business: challenges and opportunities for collaboration**

**Discussed by Matthias Mühling, Director of the Lenbachhaus in Munich, Hannes Wohlgemuth (ewo) and Mark Möllenbruck, Meiré und Meiré, Cologne.**

This is the last in this year's series of **ewoTALKS**, the events devoted to the relationship between **art, design, business and technology conceived by Museion in collaboration with ewo.**

The **ewoTALKS** are an important element of an interdisciplinary collaboration between two key players in the local area - the cultural institution **Museion** and the technology company **ewo**, which has decided to reach out to the world of art and culture. The events were launched in 2015, International Year of Light, and are scheduled to continue into 2016.

The next talk, on **Thursday 19th November (8 pm)** explores the opportunities for collaboration between the worlds of art and business. This is the subject up for discussion between **Matthias Mühling, Director of the Lenbachhaus** in Munich, **Hannes Wohlgemuth** (Marketing and Sales, **ewo**) and **Mark Möllenbruck** of the **internationally renowned design studio Meiré und Meiré**, Cologne. The discussion will be moderated by **Susanne Barta** (ewo) and recorded by RAI Südtirol.

According to the experts the future is all about open systems. Living and working in open systems calls for special skills: autonomy, profile, positioning, and the ability to act with flexibility and creativity, attentive to a constantly changing scenario. Thinking and acting innovatively are typical characteristics of the world of art. But how much does the business world need art, and, conversely, how much does the art world need business? How can artists interface with the world of business, and how can business people make a commitment to culture? How to implement fruitful processes of collaboration between all parties? These are the key issues that will be tackled in the debate.

The ewoTALK will be preceded by a special tour led by **Matthias Mühling (director of Lenbachhaus, Munich)** of the **Cerith Wyn Evans** exhibition (7 pm).

## **INFO**

**ewoTALK:**

**8 pm 19/11/15 Opportunities for collaboration between the worlds of art and business. Discussed by Matthias Mühling, Director of the Lenbachhaus in Munich, Hannes Wohlgemuth/ewo and Mark Möllenbruck from the Meiré und Meiré design studio. Moderated by Susanne Barta/ewo.**

**The talk is preceded by a guided tour of the Cerith Wyn Evans exhibition led by Matthias Mühling (at 7 pm).**

***In German***

***Admission free***

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