



Press Info

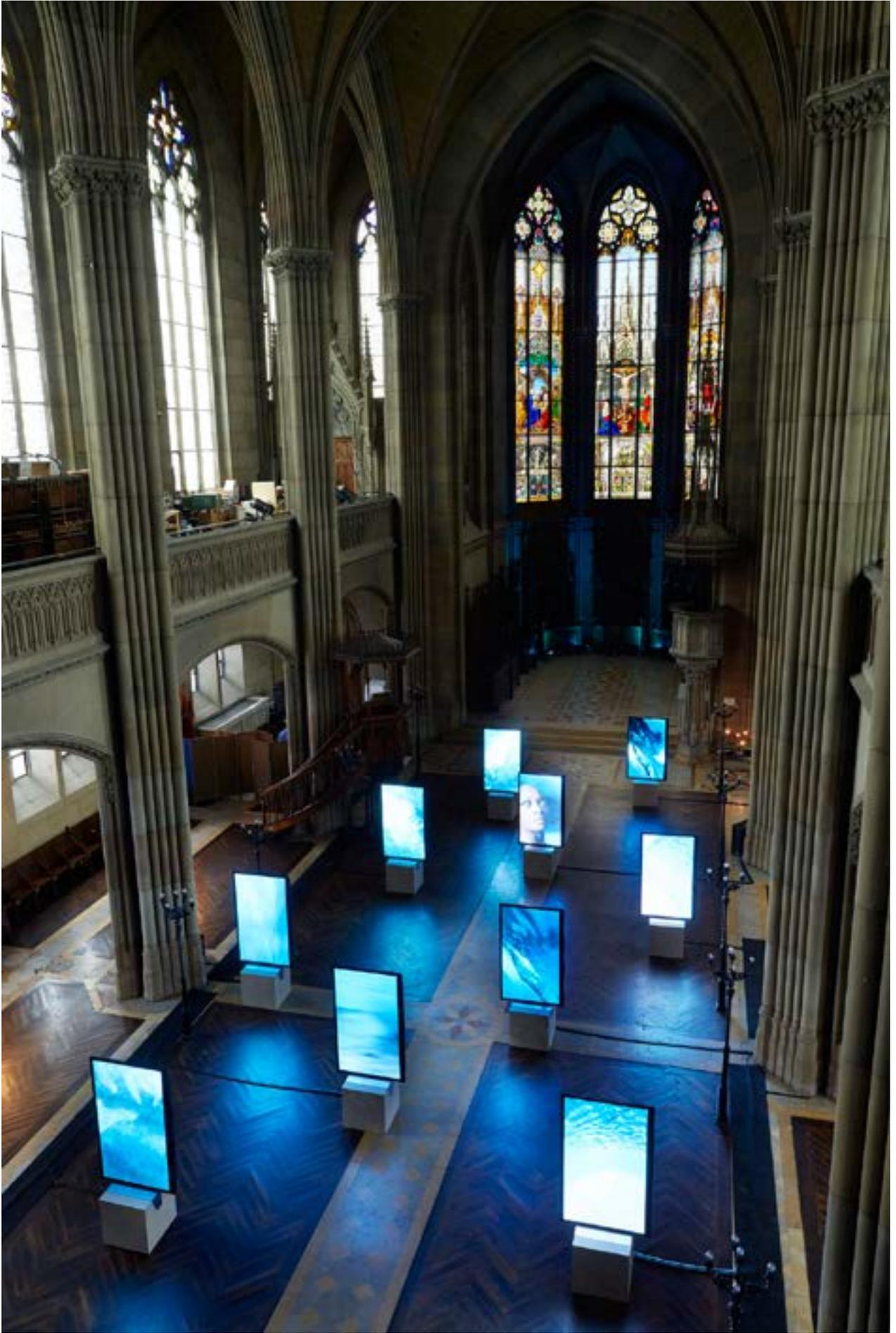


Global creative consultancy delivering bespoke concepts for arts and culture to business leaders and companies.

Founded in 2007 to provide signature art programs, individual art experiences, curated exhibitions, unique events and artist commissions.

Art is an opportunity to open new dialogues.

IAM's approach is to provide a new and customized way to contemporary art. Be it for individuals or for a company, experiencing art is highly personal and there is no single recipe for finding art which resonates with you or a company.



Isaac Julien
Basel 2015

Photo: © Oliver Edwards

WHO WE ARE, WHAT WE DO

One of the earliest references to art collecting can be found in the Bible: King Saul commissions songs from David's lyre. In the millennia since then, art patronage and collecting is a veritable history of culture, with collecting and patronage of the arts evolving into an important social institution.

Munich-based International Arts Management was created in 2007 by art consultant Dr. Ellen Andrea Seehusen to ensure that this vital link between the worlds of art and commerce continues to exist. Today, IAM - International Arts Management - provides curatorial and art acquisition advisory services to businesses and individual collectors around the world, helping companies and executives to manifest their desire to be a part of the art world and to leave their mark on the world's cultural heritage.

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Art is Good for Business

Collecting or commissioning art, or enhancing corporate marketing activities by creating art events and engaging new target audiences, are ways businesses can engage their customers, enhance the community and improve the work environment for their employees. Through art, they can also underscore their own corporate culture, add a new dimension to corporate social responsibility outreach, and significantly define their brand image, while providing important support for contemporary artists.

IAM assists companies and executives in the actual commissioning and collecting of artworks – putting artist and contemporary patron together;

creating exclusive marketing events around corporate values and art; building closer relations between companies and their clients through art excursions and events, and by curating public shows from the works of corporate collections.

Putting artist and contemporary patron together; creating exclusive marketing events around corporate values and art

The American-born Dr. Seehusen brings to IAM decades of experience as a brand manager for companies such as BMW and Lufthansa, honing her command of the special relationship between art and business. While a corporate executive, she developed her expertise curating corporate exhibits; creating art events, providing advice on corporate art collecting, and commissioning works from contemporary artists such as Marie-Jo Lafontaine and James Turrell. As head of IAM, Dr. Seehusen has managed signature commissions, installations and exhibitions for clients featuring works by internationally-acclaimed artists such as Wang Xiao Hui, Regina Silveira, Sudarshan Shetty, Carlos Rolon and more. Her art dinners with artists and collectors are coveted events.

Art Engagement for Communities and Corporations

As Artistic Director/Curator of Hamburg Art Week (2011-2012), Dr Seehusen produced a number of gallery collaborations, public installations, conducted bespoke programming and collectors' tours during the art festival in the city of Hamburg.

Drawing on the close connection between the bespoke manufacturing process at Rolls-Royce and the artist's eye for detail and perfection, she initiated the team that created the global Rolls Royce Art Initiative in 2012, organizing talks and exhibitions with the likes of Karl Lagerfeld, Erwin Wurm, and Angela Bulloch. One noteworthy event - „Art Drives,“ - created and executed an art itinerary for a select group of Rolls Royce customers, visiting museums and ateliers and meeting and speaking with artists in person. Transportation between locations was provided, of course, in a Rolls Royce.

Drawing on the close connection between the manufacturing process at Rolls-Royce and the artist's eye for perfection, she co-initiated the global Rolls Royce Art Initiative

Also on behalf of Rolls Royce, Dr Seehusen managed a unique collaboration with award-winning British Installation Artist and Film Maker Isaac Julien for the production and presentation of “Stones Against Diamonds,” inspired by a passage written by Italian-born Brazilian modernist architect, curator and designer Lina Bo Bardi.

Creating a Platform for Art

Dr. Seehusen also aspires to be a resource for collectors and other active participants in the world of art to share best practices, and to engage in discussions on such topics as social responsibility, brand image and product presentation, through

the IAM website (<http://iam-munich.com/why-art.html>) which is constantly being expanded to incorporate new information to ensure that collectors, institutions, businesses, and artists can derive mutual benefit from each other by forming a connection.



Dr. Ellen-Andrea Seehusen
Talk at Vienna Art Fair

DELIVERING ART TO BUSINESS LEADERS AND COMPANIES

Dr. Ellen-Andrea Seehusen left the corporate world to work independently. With her company IAM International Arts Management, a creative consultancy in the art world, she specializes in signature art programs for companies and business leaders.

The history:

„People told me I was crazy when I wanted to start my own company“, Andrea Seehusen remembers. „I had a high level and secure job at BMW and abandoned all that for an uncertain future in the art world.“

In 2007 Andrea took a sabbatical from the management position at the automobile company to test the water and found out that if you have a passion for your work, you can do anything. „I knew a lot of artists and gallerists and did a lot of projects at art fairs and museums just to learn“, she says. „It was much tougher than I had imagined, but I wanted to continue. The freedom and the possibilities were intoxicating.“

The first big responsibility came 2008 when she curated an exhibition for the Chinese artist Xiao Hui Wang in Tianjin, China.

The most interesting part of my work is dealing with many different cultures.

This engagement was a big opportunity, but a huge responsibility as well, she recalls. „Xiao Hui Wang had asked the late Curator and writer Walter Keller and myself to plan her retrospective show in her home town. Walter and I did the planning during a very hot summer in Shanghai and I had to set up the exhibition and organize the opening in Tianjin in November. The communication with the workers was the most amusing, but I learned the most important Chinese words

and and made sure they could go to lunch on time. We were a good team in the end.“

The exhibition in the National Museum of Tianjin drew thousands of people including the Mayor of Munich who spoke on Xiao Hui's active role as an artist and ambassador between Germany and China. She was one of the first Chinese students to study architecture at Munich University in the 80's. Andrea gained a lot of experience and made many contacts to start other projects.

In 2011 and 2012, she organized and curated the Hamburg Art Week, which was her first big art engagement in Germany. Staying true to her initial philosophy, she connected arts and business by placing art installations in shop windows, company foyers and empty real estate developments. She invited numerous local and international artists to participate in the ten day art festival around Hamburg. The art parcour included artist talks, guided tours and performances.

Andrea continuously expanded her network in the art world and in 2012 she was one the initiators and implementers of the Rolls-Royce Art Initiative.

It has all been done before, new is how you put different elements together.

Drawing on the close connection between the bespoke manufacturing process at Rolls-Royce and the artists eye for detail and perfection, she organized talks and exhibitions with Karl Lagerfeld, Erwin Wurm, Will Cotton, Angela Bulloch and many more.

The present:

What once started as a series of events, established itself in a finely curated art program. The

Rolls-Royce Art Initiative commissions works from well known artists such as Isaac Julien, Yang Fudong, and Sudarshan Shetty. Working together with major art institutions as well as galleries and collectors, Andrea Seehusen is one of the driving forces behind the initiative. Travelling the world all year, she experiences the opportunities and difficulties behind her work. „Although the art world is international, every region has its own preferences and I have to be mindful of that“, Andrea Seehusen says. „An art fair in London can attract a totally different crowd than a gallery opening in Dubai“.

As part of the Art Initiative, Andrea also originated the so called Art Drives. Connecting Rolls-Royce customers with artists and collectors, clients drive from original art locations to museums and ateliers, all while experiencing the comfort of a luxury car.

My most important role is being the link between the art world and the company. Understanding both sides and their needs and coming up with a win win solution.

The future:

„When thinking about what is to come, I'm generally an optimist“, Andrea laughs. New projects are constantly evolving. At the moment she is conducting a series of interviews with corporate leaders featuring the highlights and best practices of company art initiatives on a regional and international level. (<http://iam-munich.com/why-art.html>) The interviews give insight into the

roots, development and impact of company art programs and collections, which grow to enrich the scope of the brand and ultimately public life. With this publication Andrea is creating an online meeting place for CEOs, businesses, collectors and curators to share their best practices and discuss trends in the growing participation of companies in the art world. The series will also be published as a book offering a reference for companies building an art program.

„My aim is to create a win-win situation for artists and companies“, she says. „In the end, it comes all down to a certain attitude and philosophy. I always liked the idea of the philosopher Leibniz who said ‚that we live in the best of all possible worlds‘“, Andrea explains. „Leibniz did not believe that everything is perfect, but that we have the power to become the best that is possible. I believe that art and artists are essential in achieving these ideals.“



Dr. Ellen-Andrea Seehusen
Managing Director IAM
Photo: © Julian Stalter

Curriculum Vitae – Andrea Seehusen

Dr. Andrea Seehusen has always had a passion for art. Born in Minneapolis, Minnesota, the daughter of immigrant parents from Germany, Seehusen's multi-cultural childhood, spent in Dearborn, Michigan and New York provided ample opportunity to visit museums.

Dr. Seehusen studied Political Science and Art History at the Wartburg College in Iowa and received her BA in International Relations and Art at the American University of Paris. At the Christians-Albrechts-Universität Kiel she received her doctorate degree in Political Science and Literature.

From 1989 to 1999 she worked as a First Class Brand Manager for Lufthansa and from 1999 until 2006 she worked for BMW as a General Manager International Events and Sponsoring at the BMW Brand Centers Munich and Berlin.

Since founding International Arts Management in 2007, Seehusen has worked with businesses, museums, institutions, artists, dealers and collectors from around the world to further the important connection between the worlds of business and art. She, has two children, is married, and currently lives in Munich.



Karl Lagerfeld for Rolls-Royce
Goodwood 2012



Rolls-Royce Art Initiative
Venice 2015
Photo: © Oliver Edwards

List of selected projects and collaborations of Andrea Seehusen:

- 2001: Exhibition with the artist Marie-Jo Lafontaine at BMW Brand Center Munich
- 2006: Exhibition with James Turrell at BMW Brand Pavillon Munich
- 2008: Curator of „Between two worlds“ by the artist Xiao Hui Wang at Tianjin Art Museum, China
- 2011 & 2012: Curator of the Hamburg Art Week
- 2012: Artist talk and exhibition with Karl Lagerfeld at Rolls-Royce factory in Goodwood
- 2013: Artist talk with Erwin Wurm in Basel during Art Basel
- 2013: Artist Talk with Alyssa Monks in New York during Frieze New York
- 2013: Studio visit with Tomás Saraceno in Berlin during Berlin Gallery Weekend
- 2014: Art installation with the artist Regina Silveira in São Paulo during SP-Arte
- 2014: Art Drive in France
- 2014: Art installation with the artist Janaina Tschäpe in Miami during Art Basel Miami Beach
- 2015: Installation with artist Carlos Rolon in Singapore
- 2015: Installation with artist Manal Al-Dowayan in Dubai during Art Dubai
- 2015: Installation with Isaac Julien during Art Basel and Venice Biennale
- 2016: Collectors Dinner at Berlin Gallery Weekend

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twitter.com/iam_munich





BMW Pavillon Munich
Exhibition with Marie-Jo Lafontaine
2006



Gallery Weekend Berlin 2015
Commissioned work for
Rolls-Royce by Ana Maria Tavares



Hamburg Art Week 2012
Ju-Jordy Fu

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