

BUSINESS & ARTS

VISION

VALUES

PEOPLE

INITIATIVES

LOOKING AHEAD

Founded in 2016, Business & Arts is Bocconi's first student association that acts as an incubator for innovation, creativity and collaboration, by bringing together international students with a shared passion for art & design. Over the past year, Business&Arts has become a central actor in championing the University's creative sphere as well as cultivating a lifestyle of aesthetic appreciation, creative exploration and cultural engagement.

VISION

To us, Business&Arts is more than just a student association. This organisation embodies our aspirations for a better future, shaped by good design and human-centric, empathetic, modern leadership. We want to re-imagine Bocconi's business-oriented environment and create a place that encourages not only innovation, creativity and cultural education, but also promotes the values that we wish to see in the leaders of the future. Through our interaction with the student body of Bocconi, we aspire to create a community that not only understands the value of design-thinking in a corporate context, but also pushes students to see their pursuits in an alternative, creative light.

VALUES

At Business&Arts, we pride ourselves over our ability to remain true to our values, and we constantly work towards applying them in all of the association's facets. In our people, projects, initiatives and content we always prize imagination, collaboration, and initiative. We believe in transparency and good communication as the main tools for our success, which is why they are reflected in our structure, which, in contrast to other associations', is a very flat one, where titles rarely matter, and where everyone is able to use their voice to pitch ideas, challenge the status quo and independently create new projects. Business&Arts is an environment where dialogue, teamwork and cross-disciplinary collaboration flourish, and where the diverse backgrounds of our members are seen as an asset rather than a barrier.

PEOPLE

The Business&Arts family is composed of Bocconi students who share its values and vision, are passionate about art and design, and are in some sense rebels, who believe that design has a place in corporations and management. Our team size varies with each academic year, however it is always between 20-30 students, all of whom are handpicked by the board on the basis of their motivation, skills and values. That is how we ensure that all association members are empathetic, talented and creative individuals. They all, with a lot of passion and excitement, dedicate their free time to the growth of this association, and in turn, grow with it. In contrast to other student associations, we search for individuals with a bold and unique character, a virtue that we cherish, rather than try to shape so it fits into a pre-made mould. The members of Business&Arts are to us the most important treasures, as they're all necessary to bring the association vision to life.



INITIATIVES

Although we're selective when it comes to our members, Business&Arts is in no way an organisation that excludes other students. On the contrary, our purpose is to create meaningful interaction with the Bocconi student corpus, which we achieve through our initiatives.

By creating and utilising a variety of platforms that include both online and offline mediums, we have managed to establish a meaningful and effective communication with the students and others interested in our work, since our events, workshops, website, social media and other initiatives, all come together to ensure that we achieve our mission.

Through our **events**, which are organised by our Events Team, we aim to engage students in a productive dialogue and offer nuanced commentary on important matters. From design, to architecture, to pop culture, art, fashion, publishing, sustainability, our events cover a range of diverse topics, and our guests are carefully chosen so that we can create a meaningful experience for the audience. By bringing together people from different academic and career paths, we are able to provide insight on various creative industries' inner workings and analyse their advantages, mistakes and potential for improvement.

Guest Lecture
by Elise by Olsen

Tuesday September 17th 2019

17 - 18.30
Aula N07,
Velodromo

Business & Arts

Aperitivo!

Come on a typical Milanese date with us,
Business & Arts.

This Monday SEPTEMBER 16TH.
at SANTERIA TOSCANA 31
19:00.

Business & Arts

meets Reading Room: A Conversation
with Francesca Spiller

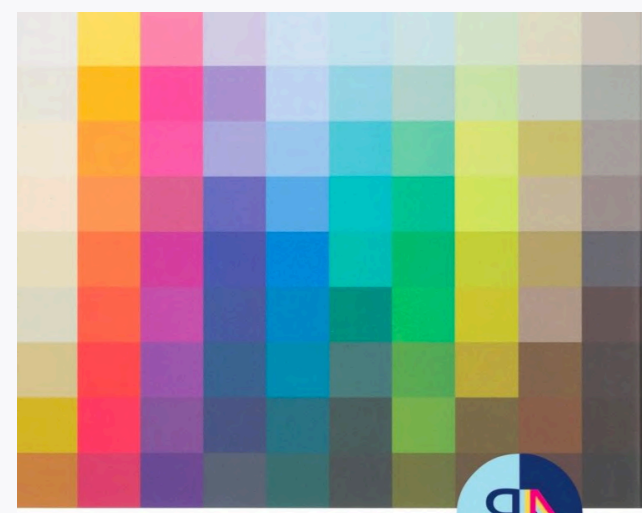
Thursday June 6th
@ Reading Room
6pm-7pm

Aperitivo
7pm-9pm

Guided Tour of
miart 2019

Business & Arts

Friday
April 6th 2019
@ 5pm



THE EVOLUTION OF COLOUR

Monday, 7th May
from 6pm

AULA 203
(Via Sarfatti Building)

External speakers:
Andrea Vannacci (X-Rite)
Francesco Tomasello (Pantone)

Internal speaker:
Paola Dubini
(Università Bocconi)



VOGUE PHOTO
FESTIVAL TOUR
WITH
BUSINESS & ARTS
THIS SATURDAY
NOVEMBER 17TH
12:00 PM
@ BASE MILANO

limited availability, register online!

it's a date. 20 Feb 2019

meet and greet
APERITIVO
with Business & Arts

B&A is inviting you for cocktails and art talk B&A is inviting you for cocktails and art talk B&A is inviting you for cocktails and art talk B&A is inviting you for cocktails and art talk B&A is inviting you for cocktails and art talk B&A is inviting you for cocktails and art talk

ArtTech
HOW IS TECHNOLOGY SHAPING THE ART BUSINESS?

Andrea Concas (Art Backers and Art Rights)
Deodato Salafia (Deodato Gallery)
Nico Abbatemarco (DEVIO Lab)
Paola Dubini (Bocconi)

06.03.2019
at 6pm in Aula N06

Business&Arts and Blockchain Cryptocurrencies Association

CONTEMPORARY ART FAIRS ITALY

March, 19th
from 5:30 to 7pm

External speakers:
Alessandro Rabottini (Miart),
Angela Vettese (Arte Fiera)

Internal speaker:
Stefano Baia Curioni
(Università Bocconi)

businessandarts Business&Arts

Al Confine Tra Letteratura e Arte:
Il Libro d'Artista

BOOKCITY MILANO

November 16th
13:00-14:00

Via Gobbi 5 BIBLIOTECA



Tsukiji Fish Market by Camilla Bocchi

[Read More →](#)

FEATURES



Inside the Whirlwind of Uncut Gems

[Read More →](#)

CINEMA



Milanese Entryways: A Love Letter to Milan

[Read More →](#)

Dec 17, 2019 · LIFE & CULTURE, WEEKLY



IN GOUDE WE TRUST!

[Read More →](#)

Dec 14, 2019 · LIFE & CULTURE



JJJJOUND, SPORTY & RICH AND THE RISE OF THE MOODBOARD

[Read More →](#)

Nov 28, 2019 · LIFE & CULTURE

DECEMBER MOOD

With 2020 right around the corner, we couldn't help but get to thinking about the annual resetting of our internal calendars, goal-setting and the meaning of evolution. Year after year we change, grow, and evolve. And in an ever-changing world where one needs to continuously reinvent themselves in order to keep up, evolution is, quite ironically, one of the few constants in our lives.

[VIEW MOODBOARD](#)

Our **website** has been carefully designed to be the home of our articles, which are written by the association's Blog Team. Through our articles, we strive to encompass the best of Art, Design, Cinema, Photography and Style as well as create Weekly reads, Features and Interviews with the aim of inspiring our readers and urging them to become design conscious, culturally informed and innovative.

Through our 'Features' series, we aim to highlight the University's talent and give a voice to those who are daring, passionate and visionary. We want Business&Arts to be seen as a platform that embraces new, refreshing ideas, and one that houses the university's creative community.

Our Interviews, conducted by our writers and other association members, aim to inspire, motivate and educate our readers. By putting stories of artists, creatives, entrepreneurs and Bocconi Alumni on the spotlight, we believe we are able to give a voice to those shaping our future.

businessnarts.com

Sunday Paper ISSUE 1

24.11.2019

NEWS | OPINIONS | BUSINESS | ART | DESIGN | STYLE | LIVING



A Digestible Review Of Each Week's
Most Important Art News



Milan Culture Dip

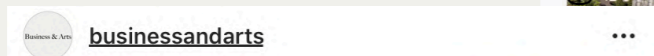


Here at B&A, we believe we know good internet. With the experience of having grown up during this digital era, we believe we are able to create content that is relevant, authentic and speaks to our audience. Our **social media** initiatives launched by the Marketing Team during 2019 include:

The **Sunday Paper** initiative was launched early this year, in an effort to make keeping up with the art world a bit easier in today's fast-paced society. Published every Sunday on our Instagram stories, our Paper summarises the 5 most significant (in our opinion) events of the week. As students, workers, and millennials, we are all well-aware of the huge influx of content and news that exists out there, and we thus took the responsibility to curate a selection of news we deemed important for everyone to know in order to remain updated in the current happenings of creative industries.

The **Milan Culture Dip** is another one of our initiatives that was created with our personal experiences in mind. As students living in Milan, we had all experienced the struggle of searching for cultural events and activities in the city. Therefore, we created a comprehensive guide, that summarises each month's must-see exhibitions, gallery openings etc. for our audience.

Since the mid-twentieth century, philosophers, social scientists, and historians have theorised that gender roles are socially constructed, and often, behaviors thought to be feminine or masculine are different one culture to another and across time periods. The **#genderbender** of the week initiative began as an effort to bring to the spotlight to the many artists who have used their work to examine, question, and criticize the relationships between gender and society.



businessandarts #genderbender of the week:

LOOKING

AHEAD

LOOKING

AHEAD

LOO

Determined to create something significant, we're always looking ahead. Every new academic year, for us, begins with the intent of growing, learning and improving ourselves and our practices. We are always working towards becoming more open, diverse and inclusive. In addition to that, as we see ourselves as the voice of a generation, we are continuously trying to improve our content, be informed about the current happenings, and create culturally and generationally relevant content, that leaves an impact to those in the receiving end. We truly believe in the potential of this organisation to be a catalyst of change, and to inspire the the shaping of a new generation of leaders, entrepreneurs and innovators.

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