

INSIGHTS

2014



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**"If you always do what you have always done, then you will always get what you have always gotten.
If you want to have something different, you have to do something different!
And if what you do does not bring you further, then do something completely different,
instead of more of the same wrong things!"**

„We shape the world in which we think we live.“

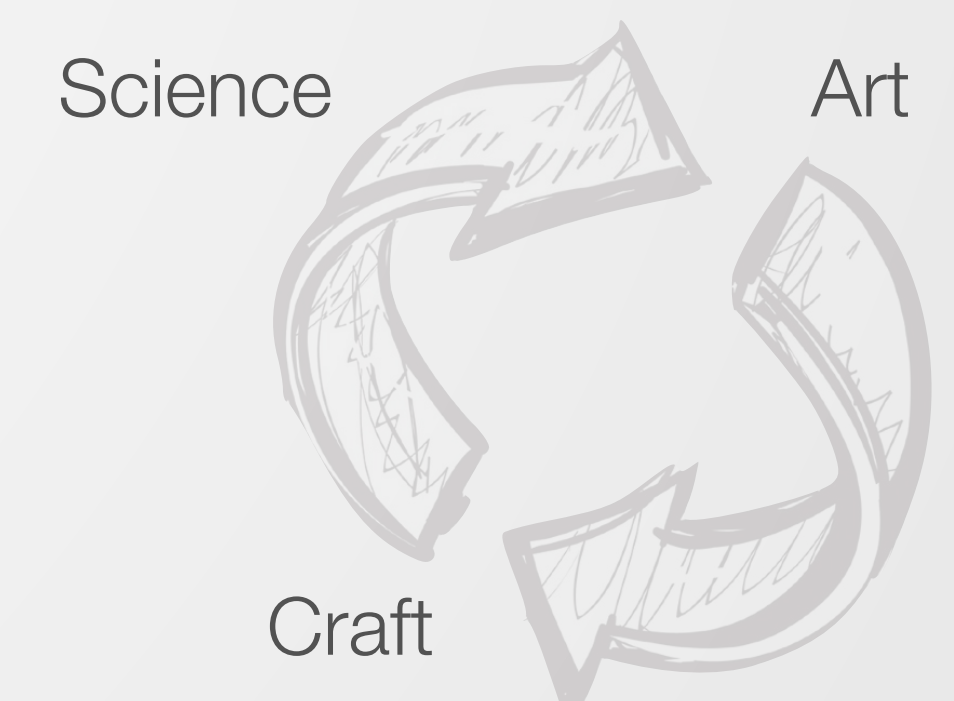
Paul Watzlawick

Use art strategically. Unique brands and corporate identities are created through **emotional brand management with art (art-branding)** which has a highly positive effect on employees and environment. Successful brands safeguard the future and sustainably enhance corporate values.

The offering includes the accompaniment and realisation of holistic branding projects, commissioned works of art, TeamBuilding ART workshops and an attractive online shop.

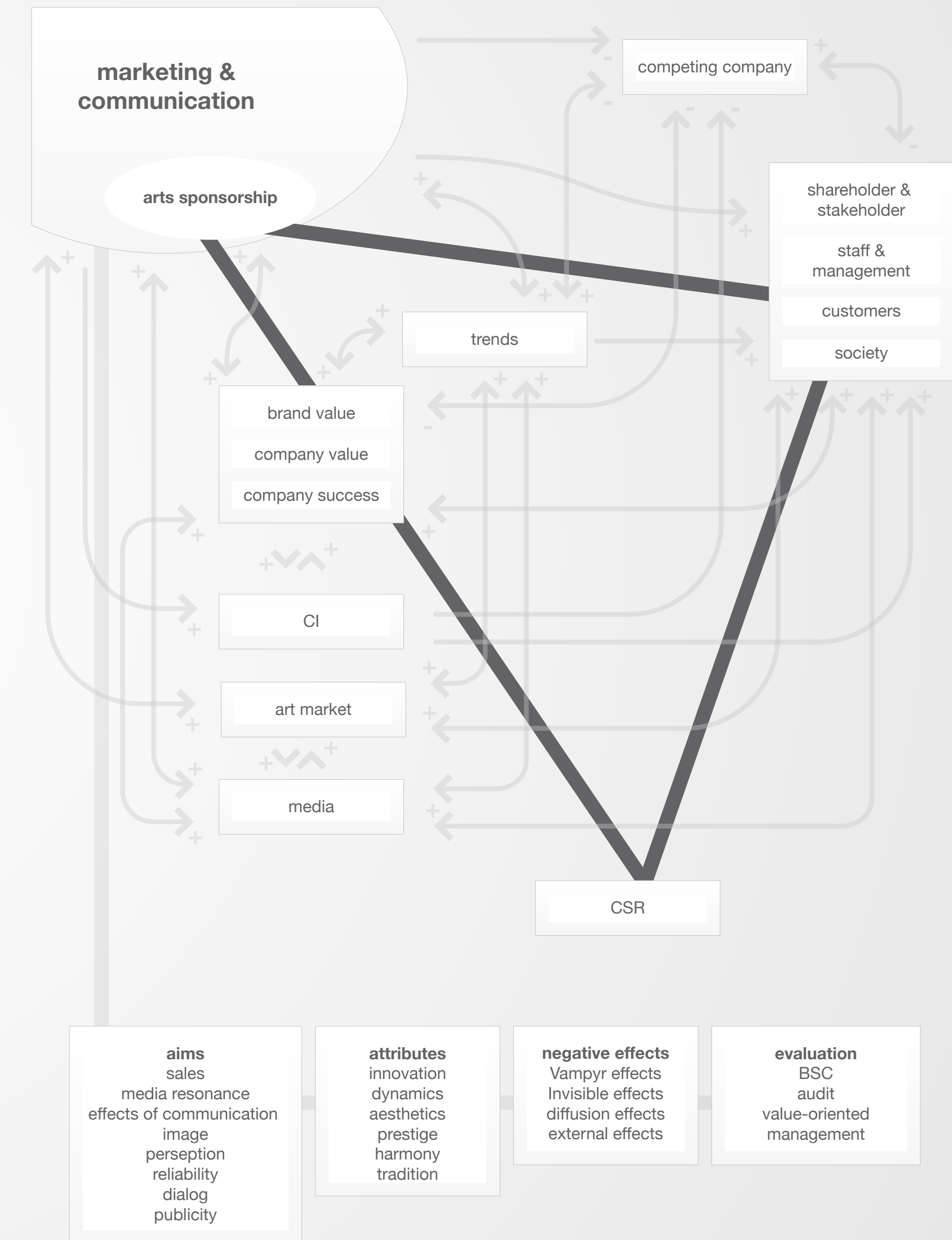
BURN-IN is a brand from the owner-managed Dolzer & Partner Agentur für strategische Markenentwicklung OG in Linz, Austria. Initiator: Sonja Dolzer | foundation: 2009

art as a triad
Creating emotions via creativity!



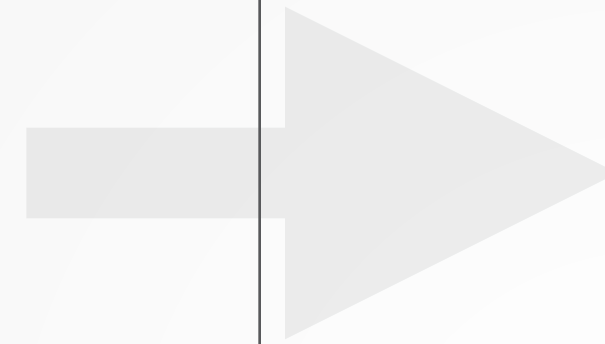
- **convince companies of the positive effects of art-branding** and initiate, accompany and realise development processes
- **triple-win situation** for companies, artists and surrounding. Through positive **internal** and **external effects** of art-branding | strengthening of brands and brand values for all participants | differentiation from the competition
- Basis: **academic in-house studies on arts sponsorship, brand values, long experience in strategic brand development, BURN-In platform with cooperating artists**
- Respectful and fair cooperation between companies and artists | **social responsibility** towards society, staff ...
- Extension of the artistic offer | medium-term expansion in the DACH-countries | long-term: worldwide

BURN-IN visions & aims



drift towards

- communication competition
- love marks (secret, sensuality, intimacy)
- permanent overstimulation
- increasing costs of classical advertising campaigns



sponsorship

- take notice of messages and have them present in mind
- emotional and trusting relations on long-term basis are created
- presently 10% to 15% of the communication budget are used for sponsorship
- 1% to 2% art sponsorship



tremendous potential for art-branding with major growth opportunities

*expenditure on advertising approx. 300 Billion EURO | Austria 3 Billion EURO
art sponsorship: Austria approx. 50 Mio. EURO | multiple potential towards art-branding*

It takes art to make a company great



■ external effects ■ internal effects

sum of external and internal effects 1981 100,00%

Which external effects does your company achieve through arts sponsorship?

improve the image	178	8,99%
increase the level of awareness	167	8,43%
positiv influences on the company's corporate culture	148	7,47%
closer ties with clients	125	6,31%
high media presence	121	6,11%
efficient communication and advertising tool	58	2,93%
miscellaneous	45	2,27%
competitive advantages	39	1,97%
showcasing (presentation of products and companies)	38	1,92%
increase in sales and earnings	21	1,06%
sum of external effects	940	47,45%

Which internal effects does your company achieve through arts sponsorship?

open-mindedness to new, innovative solutions	114	5,75%
higher motivation for the employees	112	5,65%
the ability to see things from other perspectives	112	5,65%
better communication of the employees	76	3,84%
more social competency for the employees	72	3,63%
flexibility	71	3,58%
better faculty of perception	68	3,43%
independence	51	2,57%
better improvisation faculties	49	2,47%
better working atmosphere	44	2,22%
miscellaneous	40	2,02%
orientation with the laws of a situation or a cause	38	1,92%
switch and connection between acting and perception	38	1,92%
act more often through perceptions	32	1,62%
get a better overview (recognize the overall context)	28	1,41%
more selfdiscipline	22	1,11%
better concentration	19	0,96%
risk-taking	19	0,96%
lern critical faculties	18	0,91%
transferability	18	0,91%
sum of internal effects	1041	52,55%

Extract of diploma thesis „Return on Culture - action mechanism of art sponsorship on brand value and corporate identity“ by Sonja Dolzer, Hamburg 2009

art-branding as unique selling proposition

as a basis of strategic, enterprise-wide considerations

CSR

corporate social responsibility sustainable
social contact with the surrounding
empathy | two in one

emotional brand management through art

creates an innovative, modern image
the company becomes an initiator and trendsetter
attracts attention
stands for sustainability and promotes trust to the surrounding
promotes the creative potential of companies and staff
brings innovation and exclusivity

institutionalisation

art-branding
processes | projects
TeamBuilding-ART-Workshops

PR and marketing for artists
The artist as his own brand (Storytelling)

agency services
online | catalogues | shootings | visualisations

artist management
Performance of contact | negotiations

art transfer
artist in residence
art meets company
collaborations with enterprises with an
affinity for art

art-branding
general supplier BURN-IN
acquisition | offer | concept | workshops |
moderation implementation | evaluation

workshops for companies
team-building with art | employer-branding
brand | staff | corporate culture

symposiums
planning | organisation

workshops for individuals
epochs | artists

commissioned works of art

erpe Vienna

studio

workshops
printing press | drypoint etching

exhibitions
for national and international artists
solo- and group exhibitions
tender | choice of artist | jury | presentation

salon | artists’ talks

gallery

cultural events

think tank

BURN-IN as think tank for companies

TeamBuilding with art

CreARTive space | schedule

- alternating workshop and art sequences
- **artistic action** with a very lasting effect through **multisensual, intensiv experiential learning**
- **final reflection** including a **list of measures provides valuable inputs for the future**
- **presentation and hanging of the work of art** that has been created together in presence of the entire audience
- capture a lot of attention, pride, respect, self-confidence
- the work of art becomes the **company's property**

CreARTive space | packages

- CreARTive hall | two-day intensive workshop for more in-depth results
- CreARTive room | one-day incentive-workshop as entry point in the CreARTive learning-room
- impulsive, artistic intervention | for groups and extended groups | with a focus on corporate identity and corporate culture,
- in relation with social events (conferences, fairs) | duration 1,5 - 5 hours



BURN-IN for individuals commissioned art works

In addition to art-branding concepts for companies BURN-IN also offers commissioned art works and art concepts for individuals. Together with the client, artists and architects BURN-IN formulates demanding, overall solutions, that correspond precisely to the wishes and expectations of the art lovers.

Art defines the identity of every home, significantly enhances life quality and fascinates through its unique feel-good ambience. Apart from classical original works in different techniques and materials BURN-IN offers the completely new technique „Fassadenbild“. This is the first time that digitalised commissioned art works can cover facades, wellness oases and culinary places, completely unaffected of sun and other external influences.

The new passion for buying art works online. The interactive visualisations in fictive spaces convince and give the security when purchasing art works.

Individual counselling as a guarantee. The real strength of BURN-IN manifests itself in the personal dialog with the collectors, showing the creativity and know-how of the BURN-IN team.





CreARTive impulses

Morphing Lounge

new creativity online-tool and digital play ground
Morphology is the science of forms in transition

To be on cloud nine!

Individuality as secret luxury and creativity as a sparkling elixir of life!



CreARTive impulses

the building as a brand ambassador | visualisations | brand staging
art interventions on public buildings always go under the skin and activate our senses



BURN-IN artists' packages

gallery basic package

- exhibition space approximately 110m² | Room height 4,5 m
- **offer for exhibitions:**
 - exhibitions of only one artist / € 2.000
 - two artists / € 750 per artist
 - three artists / € 500 per artist
 - BURN-IN creates concept and text for BURN-IN and social media, e-mail invitations to 5.000 companies and art collectors.
- **additional packages** (multimedia presentation, catalogue, promotional and postal information, photo shooting) can be requested in addition

BURN-IN membership

- use of the know-how for art-branding
 - presence on the platform (artist portrait, max. 100 art works online)
 - direct marketing and PR activities with a large in-house database 350.000 AT | GER | CH companies | 5.000 journalists | 7.000 artists
 - 500 € membership fee | 20 € per month | 25% commission on purchased art works.
- Minimum duration of the contract: 2 years

individual PR and marketing packages

- marketing- and PR-packages from € 2.500 per year onwards | duration 2 years
- combi-package (PR and marketing): € 3.500 per year
- further individual packages and marketing are subject to personal arrangement
- all prices are exclusive of 20% value added tax

BURN-IN®
zündendes Kunst-Branding

Galerie Denkfabrik

Über BURN-IN

Kunst strategisch einsetzen. BURN-IN ist eine Marke der Linzer Dolzer & Partner Agentur für strategische Markenentwicklung. Gründung: 1995 | inhabergeführt | Geschäftsführung: Dlm. Sonja Dolzer und Wilhelm Dolzer. **Ideen.Marken.** Design.Werke | Erfolgreiche Marken sichern langfristig die Zukunft!

Durch emotionale Markenführung mit Kunst werden einzigartige Marken und Unternehmensidentitäten geschaffen, die positiv auf Mitarbeiter, Unternehmenskultur, Motivation, Kreativität, Kommunikation, Umwelt (Image, Aufmerksamkeits, Markenwirkung) und **Marken** / Unternehmen wirken. **Unternehmenswerte steigen nachhaltig.**

Das BURN-IN Angebot umfasst die **Begleitung und Realisierung von ganzheitlichen Branding-Projekten, Auftragskonzepte, TeamBuilding-ART-Workshops** und den strukturierten **online-Shop.**

Zusätzlich bietet BURN-IN Kunstschaffenden **modulare Galerie-Pakete, Memberships** und **individuelle Marketing- und PR-Packages.**

Galerie Pakete

Ab März 2014 öffnet die **BURN-IN Galerie und Denkfabrik** in der Argentinierstraße 53 (1040 Wien) ihre Pforten. 2014 steht ganz im Zeichen des Aufbruchs.

Das Jahresmotto: **Seinen Weg gehen.** Im Monatsrhythmus veranstaltet BURN-IN Ausstellungen zu folgenden Themen: Aufbruch und neue Wege | Transparenz | Erleuchtung | Kreativität | Entsorgung | Kontroverse | Auf und Ab | Abklärung | Veränderung | Diversität.

Die **Vernissage** findet zu Monatsbeginn statt. Darüberhinaus plant BURN-IN ab Mitte 2014 die Etablierung eines **BURN-IN Salons**, der interessante gesellschaftliche und wirtschaftspolitische Fragen kontroversell diskutiert und damit auch Ort des regen Meinungsaustausches wird.

Galerie-Basis-Paket

- **Ausstellungsfäche** ca. 110m², Raumhöhe 4,5 m
- **Beispielung:** Kleinbeispielung durch einen Künstler | € 2.000
zwei Künstler | € 750 pro Künstler
drei Künstler | € 500 pro Künstler
- **weitere Leistungen:** Auswahl der Arbeiten seitens BURN-IN, Hängung in Kooperation mit den Künstlern, Konzept und Textierung für BURN-IN, Facebook, Twitter, XING und Foto in der Vernissage, Einladung per e-Mail an 500 Unternehmen und Kunstsammler
- **Pflichten des Künstlers:** Anwesenheit bei der Vernissage, Finaissage oder beim Kunstfestgespräch, Hängung der Kunstwerke in Kooperation mit dem BURN-IN Team

Zusatz-Pakete

- **Multimedia Präsentation auf 60 Zoll Bildschirmen** während der gesamten Ausstellung | ab € 300
- **Kataloge, Magazine** | Konzept, Text, Layout, Druck ab € 900 exkl. Druckkosten
- **PR-Aussendungen** | Konzept, Text, Layout, Programmierung, Datenbank, Versand ab | ab € 500
- **Post-Aussendungen** | ab € 600
- **Kunstwerk des Monats** | Präsentation auf der roten Wand | Key Visual für PR, Direct Marketing-Präsentation des Monatsthemas nach außen | kostenloser Benefit, Entscheidung durch den Kurator
- **Photohootings** | halbtägig ab € 600 | ganztägig ab € 1.000 zusätzlich Reisekosten

Weg im Kunstbetrieb

Dolzer & Partner Agentur für strategische Markenentwicklung OG
Agentur | Beutlmayrweg 3 | 4020 Linz | dolzer.at
Galerie & Denkfabrik | Argentinierstraße 53 | 1040 Wien | burn-in.at

BURN-IN®
zündendes Kunst-Branding

Galerie Denkfabrik

BURN-IN Membership

BURN-IN Leistungen

- **Nutzung des Kunst-Branding Know-Hows** inkl. der wissenschaftlichen Studie (Reisen on Culture und Unternehmenskonzept für Bildende Künstler) und Koop. der Baukörper als Markenschnittstelle
- **Präsenz auf der Plattform** mit individuellem Künstlerprofil | benutzerspezifischer Zugang zur redaktionellen, große optimierten Homepage max. 100 Kunstwerke im online-Shop
- **Kommunikationsmittel:** Magazin „Kunst strategisch einsetzen“ | Agenturbuch „Insights“ | Folder „Der Baukörper als Markenschnittstelle“ | Details: <http://www.burn-in.at/media>
- **Direkt-Marketing und PR:** mind. 3 Newsletter an Unternehmen und Organisationen | Hausinternes Datenbank mit 20.000 Firmen inkl. firmenspezifischer Telefonlisten | ab 250.000 Seiten Unternehmen | mind. 2 Pressesaussendungen an Journalisten
- optional: gemeinsame Messen, Ausstellungen, Workshops

Kosten

- **Membership:** 500 € Aufnahmegebühr | 20 € pro Monat | 10 % Provision auf Kunstverkäufe bzw. Kunst-Branding-Projekte | Mindestlaufzeit: 2 Jahre
- **Kooperationsprojekte | Marketing- und PR Packages** ab € 2.500 pro Jahr je nach Leistungsumfang | Mindestlaufzeit: 2 Jahre

Anspruch | Anforderung

- **Künstler mit fix etablierter Marke:** Kommunikationskanäle - klare Positionierung am Markt | erfolgreiche Kommunikation (PR) und Strategische Zielsetzung: Weiterentwicklung und Optimierung der Strategie | mindestens zwei Kooperationsprojekte mit BURN-IN
- **Künstler mit neu zu etablierender Marke:** Zielsetzung: Gemeinsame Entwicklung einer mittelständigen Strategie mit BURN-IN

Marketing Betreuung für Künstler

Dolzer & Partner erarbeitet gemeinsam mit dem Künstler ein schriftliches, detailliertes Marketing-Konzept und setzt dieses innerhalb des Leistungszeitraumes um.

- **Workshop** (Istanalyse und Sollplanung) 1 Meeting | 3 Stunden
- **Erstellung eines Briefings, Präsentation der PR-Aktivitäten**
- **Beschreibung der Aktivitäten und Fertigstellung des PR-Konzeptes** inklusive Festlegung des Budgets
- **Realisierung der PR-Aktivitäten** max. 4 Pressesaussendungen per e-Mail bzw. Post max. 400 Ansprechpartner international
- **Gestaltung aller PR-Aussendungen** inkl. Text, Adressen, E-mail-Veranst. exkl. Bildmaterial, Sonderverbreitungs- und Porto...
- **Reporting**
- **Max. 5 Stunden Consulting, Coaching, Support**
- **PR Packages II:** Definition € 2.000 pro Jahr

Marketing Betreuung für Künstler

Dolzer & Partner erarbeitet gemeinsam mit dem Künstler ein schriftliches, detailliertes Marketing-Konzept und setzt dieses innerhalb des Leistungszeitraumes um.

- **Workshops** (Istanalyse und Sollplanung) 2 Meetings | 3 Stunden
- **Erstellung eines Briefings, Präsentation der detaillierten Werbe- und Marketing-Aktivitäten**
- **Beschreibung des optimalen Kommunikationskonzeptes**
- **Beschreibung der Aktivitäten und Fertigstellung des Marketing-Konzeptes** inklusive Rahmen-Budgetierung
- **Realisierung der Marketing-Aktivitäten** innerhalb des Leistungszeitraumes
- **Reporting**
- **Max. 5 Stunden Consulting, Coaching, Support**
- **Marketing Packages I:** Definition € 3.000 pro Jahr

Kombi-Package (PR und Marketing)

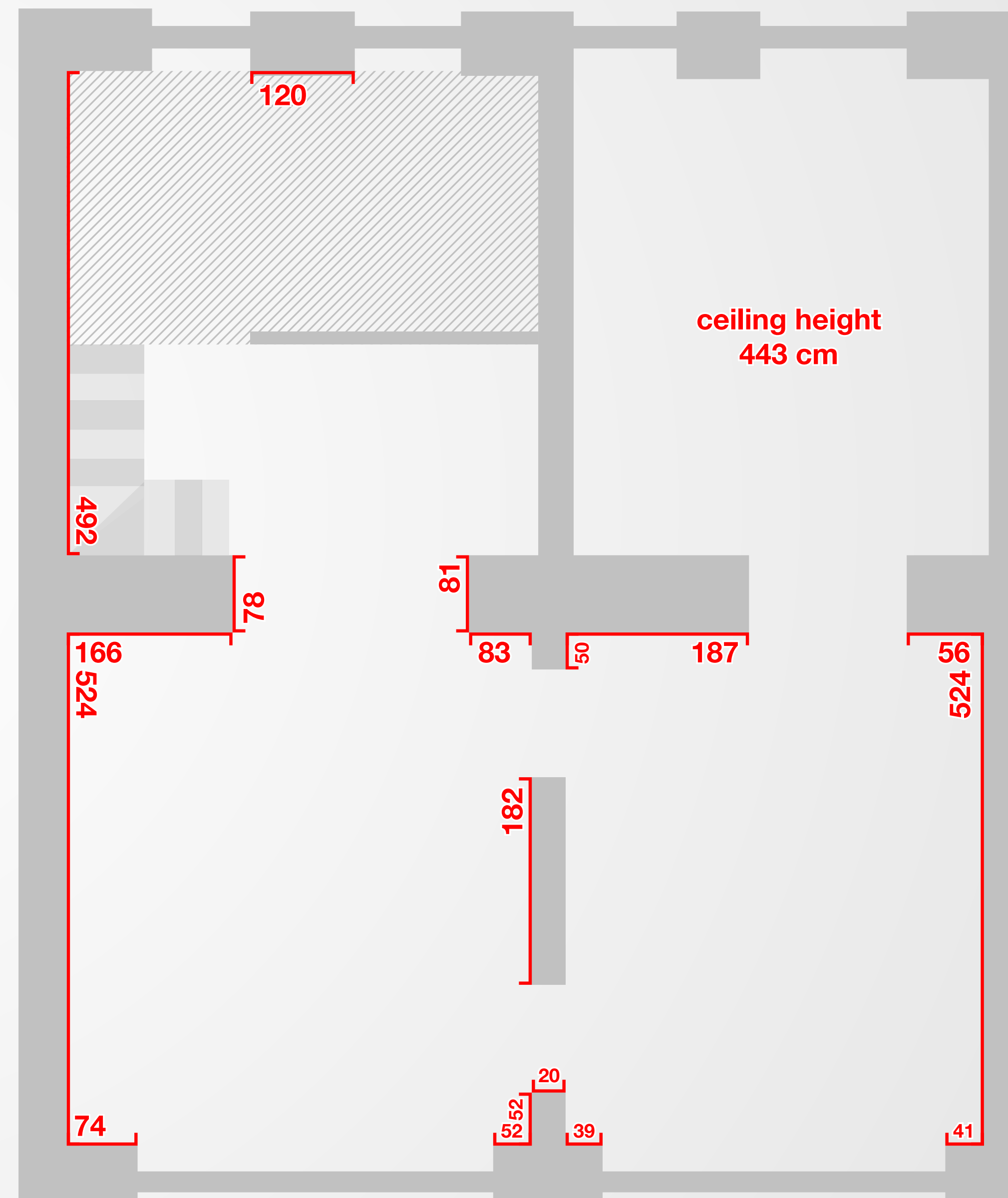
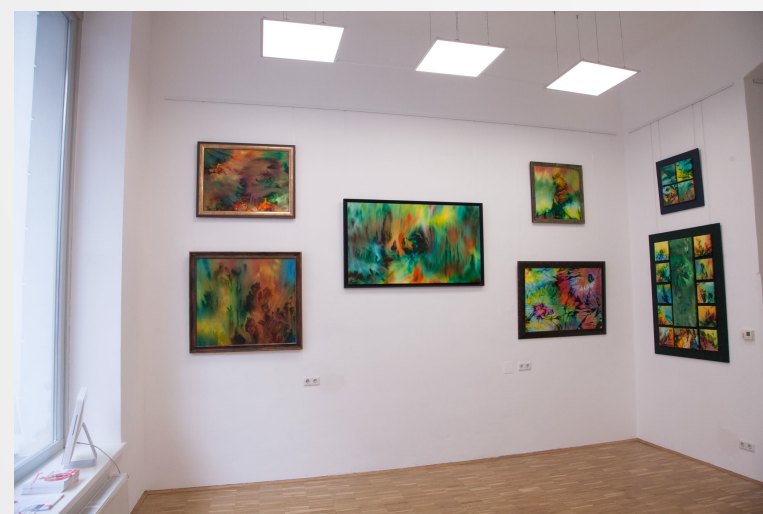
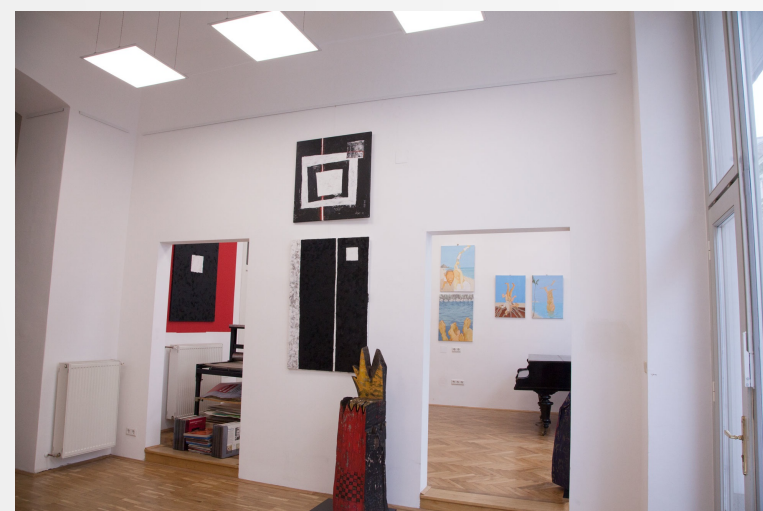
- laut Definition der Einzelpackages PR bzw. Marketing € 3.500 pro Jahr Mindestlaufzeit 2 Jahre | Empfehlung 3-5 Jahre | individuelle Verträge nach Aufwand

Weg im Kunstbetrieb

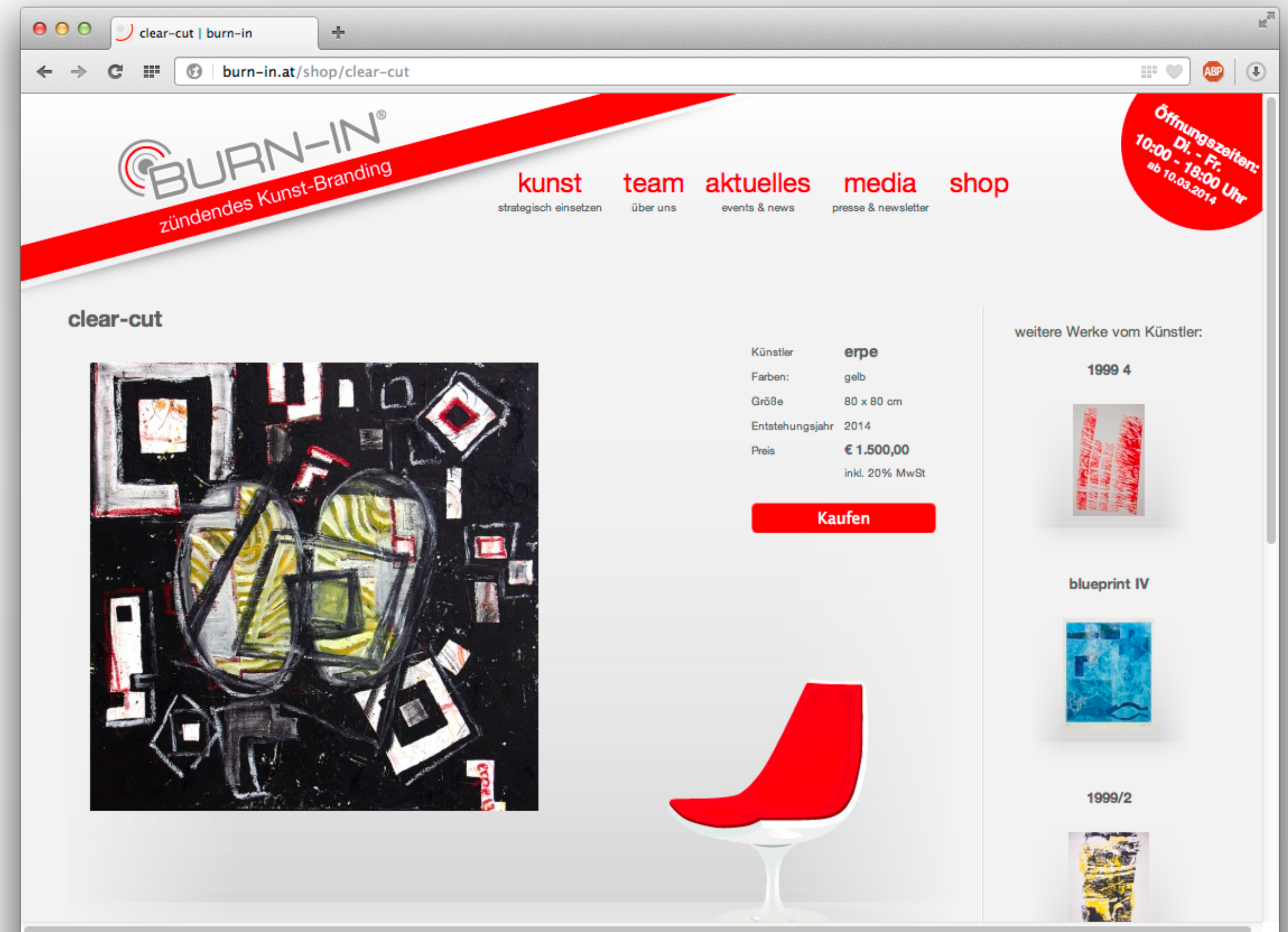
Dolzer & Partner Agentur für strategische Markenentwicklung OG
Agentur | Beutlmayrweg 3 | 4020 Linz | dolzer.at
Galerie & Denkfabrik | Argentinierstraße 53 | 1040 Wien | burn-in.at

Alle Preise exkl. 20% USt.

BURN-IN gallery plan



approximately 500 art works with 1,5 mio € (June 2014)



- 2009 establishment of the BURN-IN platform by Dkfm. Sonja Dolzer
- 2010 Trade mark registration DACH and Liechtenstein
- publications:
 - **Return on Culture** – action mechanism of arts sponsorship on brand value and corporate identity
Dissertation HFH Hamburg 2009 | 22 interviews with experts | 207 marketing directors with activities in arts sponsorship from 25 MA onwards - (Sample 2.500)
 - **The doctor's surgery as a trademark** – with branding from no-name to brand personality
 - **Selling art successfully – business concept for visual artists**
 - **Family planning - hormonal contraceptives in relation with medicine, social medicine and moral** (WU)
 - Several **market research reports** and **branch-screenings** for Austrian principals (architecture, hotels, municipalities | in cooperation with advertising agencies)



Dkfm. Sonja Dolzer
Management, Consulting, art-branding
Linz, Vienna (Austria)



Mag. Renate Polzer
artist, art historian
Vienna (Austria)



Colbert Nourrice
artist
Victoria, Mahé | Seychelles



Mag. Eva Pisa
artist
Perchtoldsdorf (Austria)

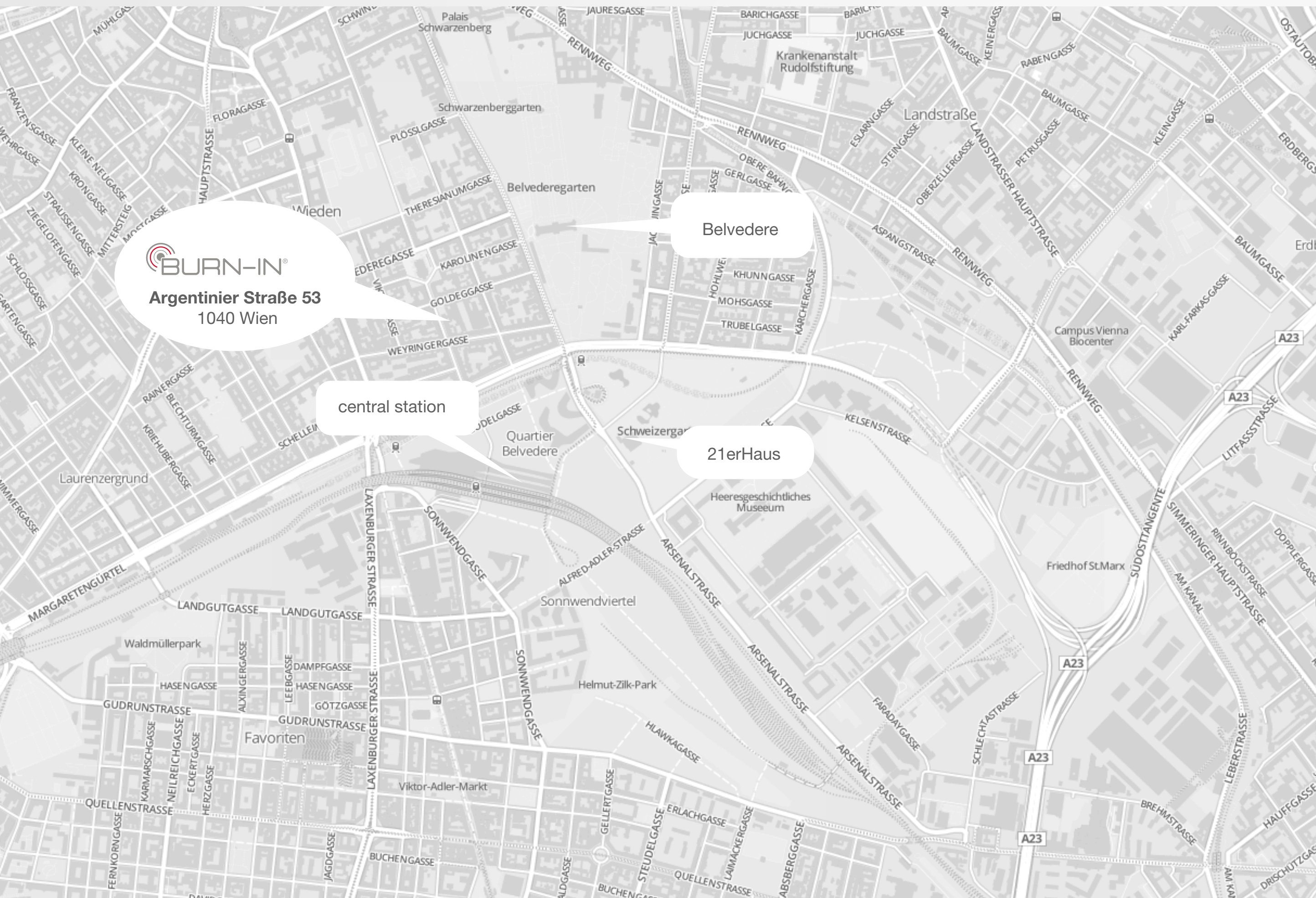


Mag. Ingeborg Rauss
artist
Schörfling (Austria)



Mag. Astrid Ploner
Coach | management
consultant
Weißkirchen/Traun (Austria)

BURN-IN gallery | location



The BURN-IN think tank and gallery was newly established in 2014 and is located in the middle of the Viennese **embassy quarter** (Wieden) in the immediate vicinity of Belvedere Palace and the “21er Haus” (the new Museum of Contemporary Art), two highly respected international cultural institutions. St. Charles’ Church, State Opera, St. Stephen’s Cathedral, the Albertina museum and other cultural sites are just a stone’s throw away and also inspire visitors to intellectual and sensual travel adventures. The quarter is also known for its **excellent spending power** (top 10 in Austria) and fascinates through a large number of historically important buildings. The gallery itself impresses through its secessionist design (architect Carl Jagersberger, year of construction 1911). In terms of the Vienna Secession, BURN-IN stands for a departure in the art scene and emphasizes high artistic quality over big names. Our initial exhibitions impressively demonstrate this.

BURN-IN gallery | location factors



- location: Argentinier Straße 53 | district 4 | embassy quarter (31.000 residents | 1,8 km²)
- population Austria: 8,5 mio. | Vienna: 1,8 mio
- companies: in a radius of 20 km 78.200 | Austria 350.000
- central station - distance 1 km
daily 1.000 trains with 145.000 travellers, very good infrastructure - public transport (subway, tram...),
15 min to Schwechat airport



Wiener Secession (Vienna's Secession) | philosophy

To understand the style but most of all the philosophy of Vienna's Secession some historical facts are important to know:

On 22 May 1897 Gustav Klimt and his colleagues left the assembly of the artists' association, being annoyed about the discriminatory exhibition-politics and personal insults. With this separation they wanted to mark both their personal identity as well as identity of their art. Klimt and his colleagues Josef Hoffmann, Koloman Moser and further artists formed a group of very different individuals under the name of the newly established Secession, this group being only loosely connected by a style.

Their unit was most of all defined by their philosophy, not by their style. Till its enforced dissolution in 1939 the Secession tried to solve the problems between continuity and change in an era of political but also artistic unrest. In their exhibitions they preferred art of great independence that seemed not like a copy of previous styles. With their first exhibition in 1898 in the rooms of Gartenbaugesellschaft they consciously showed artistic works of recent history and non-Austrian art in order to show their openness.

This openness towards new and international ideas nowadays is a matter-of-fact, but today artists do have other problems. High quality is an important criterion and should be even more important than a big name. Nevertheless the art business nowadays has other priorities.

BURN-IN breaks new grounds in art business. With its innovative concept - individually tailored for artists - the platform accompanies and supports artists on their demanding way. The very personal, professional support in the field of marketing and management and the BURN-IN think tank with its main intention to link economy and art, complement the exhibition space in our historically very interesting premises.





Dkfm. Sonja Dolzer

Mag. Renate Polzer | erpe vienna

programme 2014

going one's own way

Since March 2014 five exhibitions, presenting 15 artist with more than 100 art works.

- **new ways dawning in art business** | March
- **transparency & sustainability** | April
- **global warming and climate change** | May
- **hero's journey I + II** | June to August
- **up and down** | September
- **cooling-down** | October
- **change** | November
- **diversity** | December



programme 2015

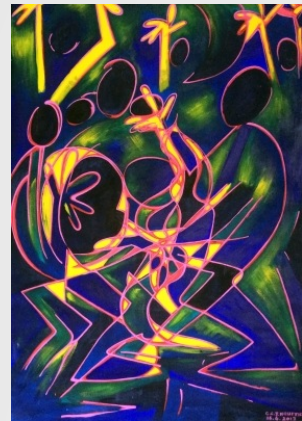
Ariadne's red thread and the secrets of the labyrinth

(working title | will be finished on Sept. 2014)

Background: **Storytelling** on the base of the **hero's journey** of **Joseph Campbell** (myth researcher), **Paul Rebillot** (psychotherapist), **Carl Gustav Jung** (psychiatrist).

Campell developed the hero's journey and splits it dramaturgically in three episodes:

- Episode 1: every day world (**comfort-zone**), adventure call, try to get to the bottom, hesitate, meeting a mentor, exceeding the first threshold.
- Episode 2: **test**, allies, friends, litmus test (ordeal), provisional award (insight)
- Episode 3: way back, last critical test (climax | resurrection) before cropping the **elixir** and helping people with the experiences gained.

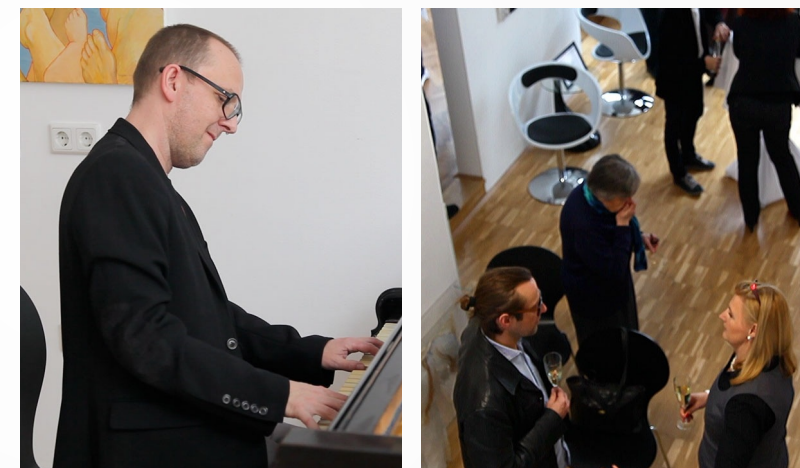


- Colbert NOURRICE (Seychelles)
- Erpe Vienna (Austria)
- Eva PISA (Austria)
- Hanna SCHERIAU (Austria)

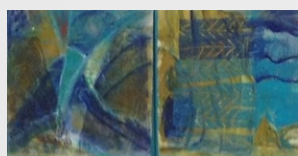
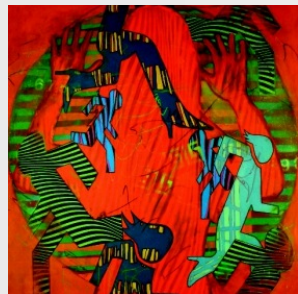


After three months of planning and a partially very demanding construction phase the time came at last. BURN-IN officially opened the new „holy halls“ in Argentinierstraße.

Already the inaugural event on 28 February 2014, the pre-opening for artists with wine and bread at the construction site met with a very positive echo and showed once again the huge interest and demand of artists for new impulses and concepts. The key note speech "New ways dawning in art business" by Sonja Dolzer let the large number of visitors for the first time take a look behind the scenes of art-branding, for a lot of them a completely new world, where it is all about art and brand staging and the new BURN-IN offers for artists and companies.



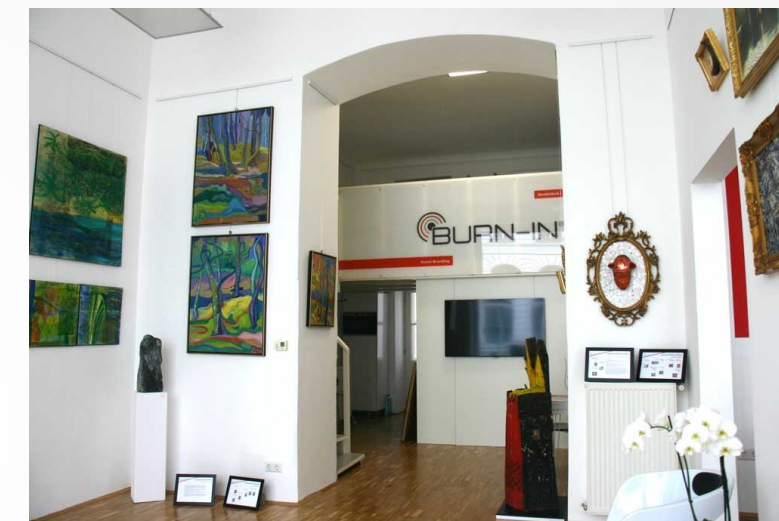
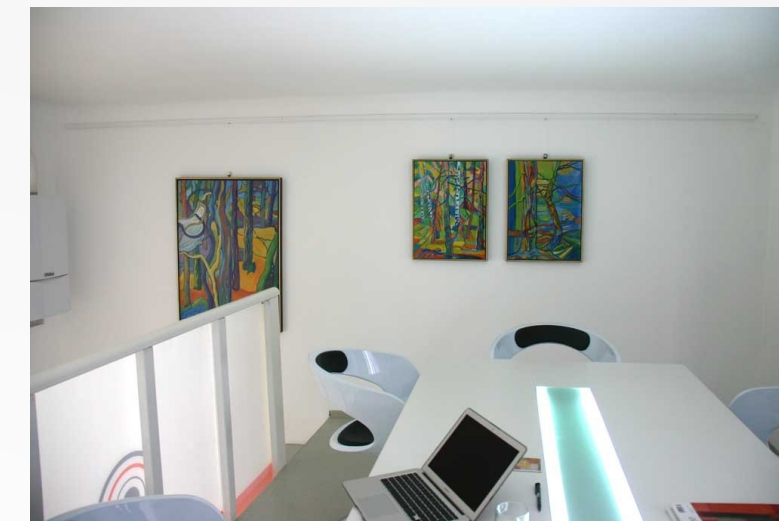
exhibitions BURN-IN gallery transparency + sustainability (april 2014)



- Annemarie Ambrosoli (Austria)
- Gabriela Bittner-Krainz (Austria)
- Eduvigis La Condorita (Argentina | Austria)
- Heidi Tschank (Austria)
- Two in one (Ilse Schwarz | erpe) (Austria)

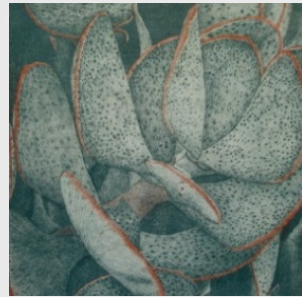
On 10 April 2014 the first BURN-In salon took place in the BURN-In gallery in the framework of the exhibition transparency + sustainability. Based on the ideas of the „Wiener Salon“ around 1900 Sonja Dolzer and Renate Polzer presented 51 art works of seven renowned artists (see sidebar) and centred in short statements on backgrounds and connection with the highly current topic.

With the newly established BURN-In salon the initiators would like to stimulate a lively exchange of thoughts between artists, art collectors and companies. The informal meeting thereby opens up entirely new perspectives and contributes in a sustained manner to a better awareness and appreciation of artistic work and positions.



exhibitions BURN-IN gallery

global warming and climate change (may 2014)



- Barbara Bandi (Switzerland)
- Manfred Egger (Austria)
- Erpe Vienna (Austria)
- Helga Halbritter (Switzerland)
- Heribert Jascha (Austria)

With the exhibition „global warming and climate change" the BURN-IN Gallery and think tanks specifically places the focus on artistically printed graphics and their technical possibilities. As an independent mean of artistic expression with a long tradition - but also with possibilities for contemporary solutions – the exhibition shall take a concentrated look at the current position and importance of art prints in the current society and art landscape.





- erpe vienna (Austria)

Which kind of hero's journey do you undertake when you leave your personal **comfort zone**? Do you immerse in colour? Do you sculpture? Or do you love the relaxation, savoir-vivre, laissez-faire and easy-going?

Do you belong to the **great, fearless and brave thinkers and players**, who give the world food for thought with their art - even with strong resistance – and who want to **change** the world sustainably? Or do you let everything flow and let the others just **enjoy** your works?

BURN-IN is keenly **interested in both positions** and therefore focuses in the current advertisement on the **hero's journey** of the artist – connected also to the tradition of the **Vienna Secession**. Political, social, ecological, and last but not least economic positions shall be holistically treated.

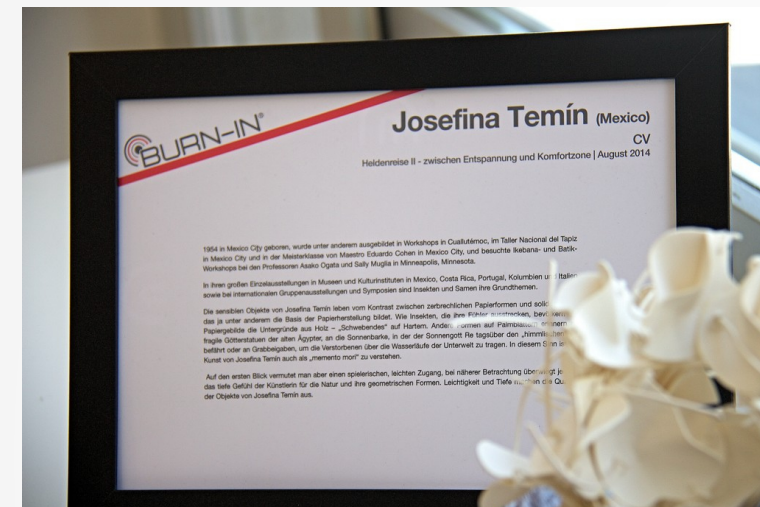
erpe vienna gave an interesting answer.



hero's journey II | between relaxation and comfort zone (august 2014)



- Paula Pakery Keller (Switzerland)
- Josefina Temín (Mexico)



BURN-IN case studies

MGI Business-Park | tax advice office
upwards - innovative thinking - acting responsibly



A strong brand/corporate identity is part of the core competence of a company and improves the corporate values and the success.

BURN-IN realised together with the artist Susanne Chmel and the cooperation partners Synthesa and Fassadenbild.com the art-branding-concept and the visualisation and supervised the installation of the facade images on the external facade.

The visualisations of the skyscrapers as a symbol for boundless success cover the company building on a surface of 1.100 m² and lead to approximately 20.000 visual contacts per day.



BURN-IN case studies

LP-Logistic

Connectable Landscapes - the incomparable, three dimensional Styros by hannana brand the new LP building in Obertrum (Salzburg)

The example of the „Connectable Landscapes“ by the artist hannana shows that art-branding can also be employed successfully in small and mid-sized enterprises.

With a reasonable budget the 7-part commissioned cycle provides communication in the company and among the customers. The impression of landscapes, paths and crossings makes a clear connection to the logistics company.



BURN-IN case studies

Golfrevue canvas shoot-out



In cooperation with the magazine „Golfrevue“ a 100 golfers left their ball prints on the six parts of painted canvas by erpe vienna, a reduced artistic presentation of the 16th hole of the Diamond Country Club. Most balls landed on the green – a TeamBuilding action and metaphor for the achievement of a goal.



BURN-IN events

BURN-IN at Social Business Day

Vienna Künstlerhaus 2012 | strengthen the resilience of cooperations

contributions of BURN-IN:

Empathy | shape corporate identities with art-branding

Two in one | artistic-social project



BURN-IN events

Lentos Empathy 2012

In Lentos Kunstmuseum Linz (Upper Austria) BURN-IN hosted an interesting event on the topic of empathy and sensitised companies for the sustainable topic art-branding.

BURN-IN initiator Dkfm. Sonja Dolzer spoke on the subjects art-branding and arts sponsorship and documented projects that had already been realised.

After the presentation of the artists and their large-format works by Mag. Renate Polzer (artistic direction) and the project fassadenbild (art and design on walls and facades) by Mag. Astrid Ploner the visitors could attend workshops and guided tours in the Lentos museum.

The event was completed by a contribution of Planet.life.tv with a focus on sustainability and positiv communication effects of art-branding.



BURN-IN events

Kunstpavillon Graz 2012

QUIREA | Quick response ART by erpe | art with genetic and technic codes

<http://www.burn-in.at/kunstpavillon-graz-2012>





BURN-IN events

Design Linz 2011

buildings as ambassador of the brand | Corporate Art
Corporate Architecture

BURN-IN, Synthesa and Fassadenbild.com presented art works of artists of the platform at the design fair Linz which should inspire the implementation of „ART on the BUILDING | art in architecture“.

The project was presented in informative talks to companies with courage and innovation spirit and interested visitors.



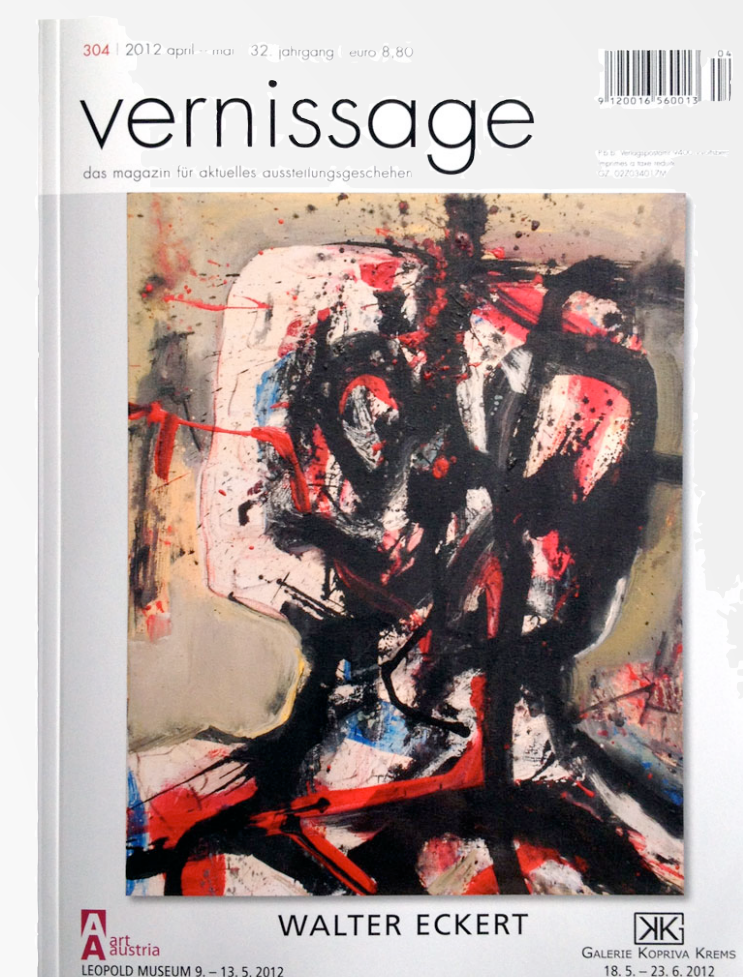
BURN-IN events

Symposium Zündendes 2010

Vernissage, Panel discussion with Dr. Helmut Brandstätter,
Keynote speech „Emotional brand management via art“

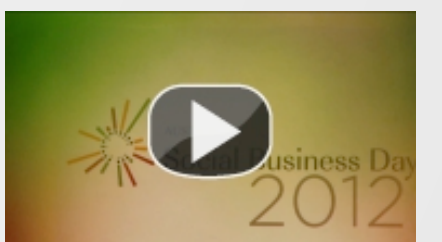
The artists hannana, chmel and erpe vienna presented their „sparking“ art works – primarily in red – at Forum Mozartplatz, Vienna. Dkfm.Sonja Dolzer, who also attended the subsequent panel discussion, gave interesting insights into emotional brand management with art and presented future-oriented case studies and cooperations with companies like Wacker-Chemie, Red Bull, Hofer, Lentos, Kärcher, MGI and LP Logistik. Diplomatic representatives, designer, architects and culture experts attended the both professional and emotional panel discussion led by Dr. Helmut Brandstätter (editor-in-chief of the Viennese newspaper Kurier)



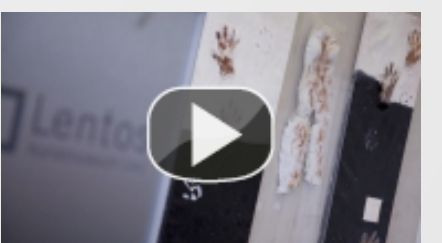


trailers

Social Business Day Künstlerhaus Wien



BURN-IN Event Empathie Lentos Linz



The magazines **SKIN**, **DESIGN SIGNALE** and **WEEKEND** presented the initiative „Kunst am Bau“ (Art on buildings) with visualisations by Dolzer & Partner.

In the arts magazine **VERNISSAGE** Sonja Dolzer wrote about the project QUIREA by erpe.

The **GOLF REVUE** reports about the summer-cup and about the project CANVAS SHOOT OUT by erpe.

The magazine **Die Macher** published an article about art as a trademark.

The **Lower Austrian journal for community politics** presented the project of the Schlossberg terraces in Weinheim (D), in which historical motives about the city's history were initiated with a broad impact.

The big Austrian newspaper **Die Presse** presented in its real estate section an article about art-branding under the title „Botschafter der Marke“ (brand ambassador) mentioning BURN-IN and Fassadenbild.

In the magazine **CHEF-INFO** two articles by Sonja Dolzer appeared about TeamBuilding with ART.

FASSADENBILD published an article in the magazine **OUTSIDE** about the technical possibilities of presenting art on exterior walls via visualisations by Dolzer & Partner.



Immobilien Gewerbe

Immobilien.DiePresse.com SAMSTAG, 28. SEPTEMBER 2013

1. Preisträger des EUROMON Award of Excellence
Höchste internationale Auszeichnung für EHL Immobilien als Immobiliendienstleister
www.ehl.at

Botschafter der Marke

Kunst-Branding. Die künstlerische Gestaltung einer Firmenfassade kann Image und Bekanntheitsgrad des Unternehmens steigern - aber nur, wenn nicht zu dick aufgetragen wird.

VON ERICH EBENKOFLER

Wer auf der Landesstraße LB 320 durch das steirische Liezen im Ennstal fährt, dessen Blick wird am Ortsrand unwillkürlich von einem auffälligen Firmengebäude angezogen. Ein kräftiges Blau dominiert die gesamte Fassade, an den Längsseiten in Form einzelner, großflächiger Farbflächen, an den Breitseiten als überdimensionales Gemälde, das sich bei genauerem Hinsehen als halb schematische Darstellung der Skyline einer Großstadt entpuppt. Die ungewöhnliche Fassade der MGI Steuerberatung Ennstal ist ein Vorzeigeprojekt von Burn-In, einer Plattform, in der sich die Linzer Werbeagentur Dolzer & Partner, der Farbenhersteller Synthesa und Fassadenbild.com zusammengeschlossen haben. Das selbst gesteckte Ziel der Kooperation: Kunst in der Gestaltung der Außenflächen von Gewerbebauten als Markenbotschafter zu etablieren.

Emotionale Botschafter

Kunst-Branding nennt sich das im Fachjargon, eine Symbiose zwischen Kunst und Architektur, die eine Marke im Unterbewusstsein des Konsumenten verankern und für einen gesteigerten Bekanntheitsgrad, höhere Medienpräsenz und eine Imageverbesserung sorgen soll. Es gehe heute nämlich nicht mehr allein um Dienstleistungskompetenz, meint Sonja Dolzer von Dolzer & Partner, „sondern zusätzlich um die intuitiv empfundene Emotion, die Assoziation und das Vertrauen, das man einem Unternehmen entgegenbringt.“ Das bringe die Fassade als Markenbotschafter ins Spiel, denn „Kunst und Architektur sprechen diese Emotionen implizit und unterschwellig an und beeinflussen damit die Kaufentscheidung“, so Dolzer, die sich dieses Themas auch im Rahmen ihrer Diplomarbeit angenommen hat.

Im Fall von MGI übernimmt diese Aufgabe ein von der niederösterreichischen Künstlerin Susanne Chmel gestaltetes Auftragswerk mit dem Titel „upwards“, das auf eine Fassadenfläche von insgesamt 1100 Quadratmetern appliziert wurde. Die Wolkenkratzer sollen per definitionem das Firmenmotto des „Aufwärtsstrebens“ symbolisieren, und gleichzeitig einen reizvollen, auf die Globalisierung bezogenen „Kontrast zur kleinstädtischen Wirklichkeit des Ennstals“ bilden. Das vibrierende Blau der Skyline wiederum steht für Klarheit und Übersichtlichkeit, Begriffe, die auf Firmewerte wie gedlinige, seriöse und fundierte Beratung mit Fachkompetenz verweisen.

Ganz unproblematisch ist Corporate Branding mit Fassadenkunst allerdings nicht. MGI etwa brachte die auffällige Gebäudegestaltung nicht nur Anerkennung, sondern auch Kritik ein: „unpassend“, „zu bunt“, „zu dick aufgetragen“ wurde von manchen moniert. Markenexpertin Dolzer sieht darin keinen Widerspruch: Die Leute sollen hinschauen, emotional berührt werden, darüber sprechen. „Kontroversen verschaffen einem Projekt umso größere Aufmerksamkeit“, meint sie. Kritisch äußert sich hingegen Bruno Sandbichler vom Architekturbüro

gharakhanzadeh sandbichler in Wien. „Großflächige, rein grafische Darstellungen können sehr schnell zur Übersättigung führen, vor allem dann, wenn sich benachbarte Unternehmen mit Aufmerksamkeitssignalen gegenseitig zu übertrumpfen versuchen. Daneben ist auch der Abnutzungseffekt nicht zu unterschätzen.“

Stolz auf die eigene Firma

Bei der Etablierung eines Gebäudes als Markenbotschafter, betont der Architekt, müsse darauf geachtet werden, „eine möglichst tiefgründige architektonische Sprache zu finden, die lange wirkt“. Er selbst hat das beim Ausbau der Logistikzentrale von Alpenmilch in Salzburg versucht, indem er in die lang gestreckte, straßenseitige Fassade des Gebäudes einen Screen aus lasergeschnittenen Alu-Paneelen integriert hat, die er von seinem Bruder Peter Sandbichler, einem bildenden Künstler, gestalten ließ. Für dezente, farbige Akzente sorgen mehrere freilegende, rechteckige Fensterfronten, die die intendierte Markenbotschaft im Sinn von „Transzendenz“ verstärken.

„Ein richtig in Szene gesetztes Firmengebäude kann als Markenbotschafter eine sehr starke Wirkung entfalten“, betont Sandbichler, „nicht nur als Unterscheidungsmerkmal nach außen, sondern auch mit seiner Strahlkraft nach innen. Der Motivation der Belegschaft ist es nämlich keineswegs abträglich, wenn sie auf das eigene Firmengebäude stolz sein kann.“

Web: www.burn-in.at, fassadenbild.com, www.gs-arch.at

Die Drei - gewinnbringende Symbiose aus Kunst, Branding, Coaching.

TeamBuilding mit Kunst

Unternehmenskultur. Wie sinnliche KreARTiv-Freiräume Innovationen nachhaltig fördern und die Kreativität der Mitarbeiter wach küssen.

Lebendige, emotionale Marken begeistern und steigern den Wert von Unternehmen. Der Trend in Richtung Employer-Branding, die Schaffung von erfolgreichen Arbeitgebermarken, gewinnt durch den akuten Fachkräftemangel immer mehr an Bedeutung. Um den Battle of Talents zu gewinnen bedarf es mehr als allgemeiner Imagepflege, höherer Gehälter oder anderer Incentives. Lebendige, authentische Unternehmenskulturen wecken das nachhaltige Interesse von zukünftigen Mitarbeitern, führen zu geringeren Fluktuationsraten und fördern die Identifikation und emotionale Bindung der Mitarbeiter ans Unternehmen.

Arbeitsalltag. Und das gemeinsam geschaffene Kunstwerk wird zum Blickfang im Unternehmen. Unübersehbar.

Maßgeschneiderte Interventionen. TeamBuilding-ART-Workshops vermitteln den wertschätzenden Umgang und das empathische Miteinander mit „Andersdenkenden“, zünden oftmals wirkliche Innovationen und begleiten erfolgreich Fusionen, wenn verschiedenste Unternehmenskulturen aufeinander prallen. Der KreARTiv-Freiraum lässt sich in maßgeschneiderten, all-in-one TeamBuilding-

Innovationen zünden. Mitarbeiter sind die besten Markenbotschafter. Doch wie können Führungskräfte ihre Mitarbeiter zu noch höherer Arbeitsplatzzufriedenheit führen? Die Kreativität wach küssen und Innovationen zünden? Kurz, wie schafft man einen zukunftsweisenden Kulturwandel im Unternehmen? BURN-IN entwickelte gemeinsam mit einem Expertenteam aus dynamischen Trainern und Künstlern einen ganzheitlichen Zugang und setzt bewusst Signale auf rationaler, emotionaler und künstlerischer Ebene. Im aktivierenden Wechselspiel von Trainings- und künstlerischen Aktionssequenzen wird dabei ein einmaliges, multisensuales und dadurch besonders intensives Erfahrungslernen generiert. Gezielte Intervention garantiert den direkten Transfer wertvoller Inputs in den

Arbeitsalltag. Und das gemeinsam geschaffene Kunstwerk wird zum Blickfang im Unternehmen. Unübersehbar.

ART-Workshops an inspirierenden Locations, in Unternehmen oder Outdoor erleben. Die aktuellen Basismodule bestehen aus der KreARTiv-Halle, 2-tägig KreARTiv-Raum, 1-tägig künstlerische Intervention/Aktion 3-5 stündig.

Künstlerische Aktionen. Gruppenbildung durch künstlerische Aktion kann auch mit anderen Materialien und Werkzeugen hervorragend umgesetzt werden. Sonja Dolzer entwickelte in Kooperation mit der Künstlerin erpe ein Golf-Action-Painting der anderen Art. Über 100 Golfer hinterließen im Diamond Country Club in Atzenbrugg begeistert ihren ganz persönlichen Ballabdruck auf einem 3 x 2 m großen, frei am Golfplatz schwebenden Kunstwerk. Der Aktionismus begeisterte alle Turnierteilnehmer und überzeugte auch Chefredakteur Klaus Nadizar.

Kunst strategisch einsetzen. Als Impulsgeber veranstaltete BURN-IN in den letzten beiden Jahren interessante Events zu den Themen Empathie (Lentos, Linz), Resilienz (Künstlerhaus/Wien | Social Business-Day) und Kunst-Branding (Forum Mozartplatz/Wien). Die Plattform wurde 2009 von der Linzer Markenexpertin Sonja Dolzer initiiert. BURN-IN bringt Unternehmer und Künstler an einen Tisch, entwickelt und realisiert maßgeschneiderte Kunst-Branding Projekte mit zündender Signalwirkung, Auftragskunstwerke, TeamBuilding-ART-Workshops und den attraktiven online-Shop.

„TeamBuilding mit Kunst, ein gewinnbringender Kulturwandel für nachhaltig denkende Unternehmen.“

Dkfm. Sonja Dolzer
Geschäftsführerin BURN-IN, Linz

Fotos: Dolzer
Anzeige

3/2013 | CHEF INFO | 3



Die Presse 28.09.2013 | art-branding | ambassador of the brand

CHEFINFO April 2013 | TeamBuilding with art

BURN-IN information materials



Insights agency book 2013



general information on art-branding,
services, artists, case studies, events,
CSR cooperations



informations on TeamBuilding via art



information on cooperate architecture
cooperation with Synthesa

about Dolzer & Partner



www.dolzer.at



Dolzer & Partner lives art-branding in an authentic way and **creates sustainable company's values** through **strategic, emotional brand management**.

The sculpture **The Thinker** by Renate Polzer (2012) welcomes our visitors and perfectly embodies our **thinking and our philosophy**. He emphasises the importance of **reflection and brainstorming** as a **basis** for any **creativity** and **strategy**.

A strong statement with foresight.
Ideas. Brands. Design. Values.

Key-facts: The agency was founded in 1995 and is managed by its owners Sonja and Wilhelm Dolzer, Company location: Linz. Brand and platform BURN-IN: Start and trade mark registration in DACH 2009 (Germany, Austria, Switzerland, Liechtenstein).

the thinker





strategy

strategic planning
workshops
coaching | consulting



internet

corporate websites
e-commerce
search engine marketing
online-marketing
social media marketing
e-mail-marketing
mobile marketing



publicity services



PR



miscellaneous

3D visualisations
3D Design
photoshootings



branding



BURN-IN

art-branding
TeamBuilding-ART workshops
stock art | webshop
exterior art
interior art



direct-marketing

integrated campaigns
sale of databases
optimising databases
geomarketing
branch-trackings



focus groups

doctors
freelancers
artists
KMUs (small and mid-sized enterprises)



- **top-customers | extract**

focus on: SMEs, freelancers | self-employed (doctors, lawyers, architects), artists

c+c pfeiffer (food distribution company Traun + 12 locations) | unimarkt Traun - Geomarketing | potential analyses,

Wiesmayr Klimatechnik (air conditioning | Linz, Vienna, Munich) - brand development | full service

Fassadenbild.com (Kirchdorf/Krems) - brand development | full service

MGI Ennstal (tax advice | Business-park | Liezen + 4 locations) - art-branding

LP Logistik (Transportunternehmen, Obertrum) - Kunst-Branding

erpe Vienna, eva pisa, hannana (artists) - brand development | full service

ARENA FIT+FUN (Fitness studio - brand development | full service)

- **facts:**

Foundation of the agency 1995

Chamber of Commerce Upper Austria and Vienna (Units: advertising and market communication | Business and management consulting | IT | gallery: retail with art and antiques)

Upper Austrian network design and media (Clusterland Upper Austria)

WWG (Society for advertising sciences | Austria and Germany)



ignite art-branding

gallery
think tank



new
ways
in art
business