



GLADES-GEI Pty Ltd
Global Enterprise Innovation

CYBER CORRIDOR e-COLUMN 2011

“Making a Business Case for Capturing Nature’s Beauty”

“Out of Australia” is a global communication program of GLADES-Global Enterprise Innovation Pty Ltd in co-operation with C&C-Global Promotions Inc in the USA and in Australia.

The program offers promotional support to talented authors, artists and architects who are people of inspiration within their communities and whose ideas, creativity, innovations and quiet leadership offers insight that, if shared, outside of Australia would encourage in building greater global consciousness and conscience.

The 2011 **e-Column** introduces a dialogue about some of the global communication issues raised by these quiet leaders in Australia. For instance,

How do you develop business and build enterprise for and with artists, authors and architects?

Author/Editor
Professor Nell Arnold

Out of Australia
series
Featuring People of Inspiration

Finding Examples
Introducing a Few of
Year 2011
New Artists
Authors
Architects

January 2011



January, 2011

CYBER CORRIDOR COLUMN

“Making a Business Case for Beauty”

Nell Arnold, Professor, Director,
GLADES-Global Enterprise Innovation Pty Ltd
OUT OF AUSTRALIA,C&C-Global Promotions Inc

January 16, Sunday 4-5 am

ABC NEWS – Channel 24 Australia

My second cup of coffee I am glued to the television witnessing a string of scientists, at least seven, becoming photographers to document the beauty of the Kimberly landscape where state government intends to establish mineral mining.

I smile as I listen to their chatter about challenges in getting the lens to take in the full scope of a massive red flame rock, nature’s fortress juxtaposing between the waves lapping in aqua marine greens toward golden, white and pink Champaign sands, sands that have become tiny prisms - centuries in the making - reflecting mirages from rainbow light.

The scientists stand in a line, front on, intent on squaring off the image, all the while overwhelmed by the finite beauty they observe through a frame within the camera’s limitation to grasp the whole. Their effort is to be admired. Their intent honoured.

“How can the world not fight to preserve this place if they see what we see?” The words float back from awestruck whispers as the scientists struggle through decision making about technical challenges in angles, light reflecting, size – and then the artistic dialogue begins how to scope, find depth, show dimensions, display vastness, capture impressiveness, and share their overwhelming awe at such beauty.

If the scientist can be a photographer, can a photographer be a scientist – or at least accompany the scientist as the experienced lens capturing the visual impacts the scientists seek to portray? Can a

poet be a scientist or accompaniment to pen the beauty the scientists attempt to articulate about “the now” and to expose their silent sorrow forecasting the desolation of millennium’s inheritance by those who never walked this land, or never treasured a legacy offered outside of an economic valuation?

Through this year’s *Cyber Corridor*, *Out of Australia* series calls upon its member artists, authors and architects to assist nature’s scientists who stride, often alone, often in isolation attempting to share their understanding, knowledge, awe and inspiration.

The artistic perspective of your lens is required. Flat on your back scale the heights and angles of rock formations, or from within crevasses peek out, or from mountain plateau gaze down. Explore with a camera submerged under water or sand, or embedded in a miners cap, or in a strobe following microscopic channels into crystalline caves or values of human hearts.



“Winter’s Sun” – New Zealand
Photo – Lydia Valeriano

**Your power with words or silence is sought.
Don’t wait to be asked or bought.
Make a business case for beauty.
Or continue with naught.**



Discovering Cooper, 2009
Artist Annabel Tully

This art work is selected from Annabel Tully's exhibition "**Layers of the Land**". The series was inspired while Tully served as artist-in-residence on the Eromanga Dinosaur Archeology Dig in which parts of Australia's largest dinosaur, "Cooper" were unearthed. The exhibition sold out.

Precedent in science articulates market needs, interests and demands for partnerships between SCIENTIST, ARTIST, AUTHOR and ARCHITECT

"Beauty is a fundamental need of humans." (John Dewey), **"an interest by motivation"** (Maslow) and **"a demand for business interact"** confirmed by centuries of art and artisan relationship between markets and communities. Some form of "beauty" valuing process is experienced in all cultures.

In presenting the case then for economic partnership between nature's scientists and artists, this cyber corridor for dialogue and exchange is grounded in nature as the database of original information and scientists as the creators of knowledge, integrating bits and pieces of information uncovered.

The artist, author and architect surround the effort in communication approaches capturing the stories,

values and benefits of discovery in imaginative and artistic ways.

Precedent already established in science and in the arts, the bridge between the scientists and society may be repeatedly forged through presentations of artists, authors and architects confirming nature as the inspiration and often original instructor guiding perceptions of beauty and reality.

Making the Business Case for Beauty

Key Words Strung Together Explain a Formula

***BUSINESS IS FOUNDED IN ECONOMIC VALUE,
Measured in cost of performance outcomes
documented by results and benefits responsive
To market needs, interests and demands.***

Bottom lines are that **market needs** call upon government or society to acquire in response to designated responsibilities in providing for needs.

Market demands, however, guide business as indicators of what the market as individuals and collectives will pay on price demand. Supply and service access influence price on demand.

Market Interests, on the other hand, are where investors project. Markets, guided through information and awareness building programs, form new points of reference from which they co-build new platforms for understanding, platforms that influence markets' evolving practice and acquisition patterns and partner their progression beyond sustainability of past practice through learning, new insight and capacity building patterns.

Do not negate or ignore the power of the market in its capacity to learn, change, act and react. Just as nature is volatile, so is the "perchance" of the market.

In this power of markets to learn, change, explore, experiment, co-design, co-build, co-direct communication – ARTISTS, AUTHORS, ARCHITECTS find a defining role and responsibility.



Businessman/Photographer
Bill Carroll
Buderim, Queensland,
Australia

“Expanse”

The Channel Country Gone Dry

Nature’s beauty – infinity
with photography drawing
one’s roving eye. 2009

Here is a symbol in which
Many high tragic thoughts
Watch their own eyes.

This gray rock, standing tall
On the headland, where the seawind
Lets no tree grow,

Earthquake-proved, and signatred
By ages of storms: on its peak
A falcon has perched.

I think, here is your emblem
To hang in the future sky;
Not the cross, not the hive,

But this; bright power, dark peace;
Fierce consciousness joined with final
Disinterestedness;

Life with calm death; the falcon’s
Realist eyes and act
Married to the massive

Mysticism of stone,
Which failure cannot cast down
Nor success make proud.

SCIENTIST RACHEL CARSON (1907-1964)

“We stand now where two roads diverge. But unlike the roads in Robert Frost's familiar poem, they are not equally fair. The road we have long been traveling is deceptively easy, a smooth superhighway on which we progress with great speed, but at its end lies disaster. The other fork of the road -- the one less traveled by -- offers our last, our only chance to reach a destination that assures the preservation of the earth.”

http://womenshistory.about.com/od/quotes/a/rachel_carson.htm



Author- Architect

(1887 – 1962)

Robinson Jeffers's
Poem "Rock and Hawk"

and architecture
Tor House in Carmel, CA
understanding nature’s
power

<http://www.poets.org/viewmedia.php/prmMID/5737>

21st Century Australia

A Business Case for Beauty

I started by talking about scientists becoming photographers. Why?

Because nature's scientists seek to communicate what they know, witness, and challenge in industry, government or private practice. Their responsibility is clear – conduct research, provide information, share knowledge, offer leadership in areas of expertise, but often their scope of influence remains within their research portfolio in academic circles.

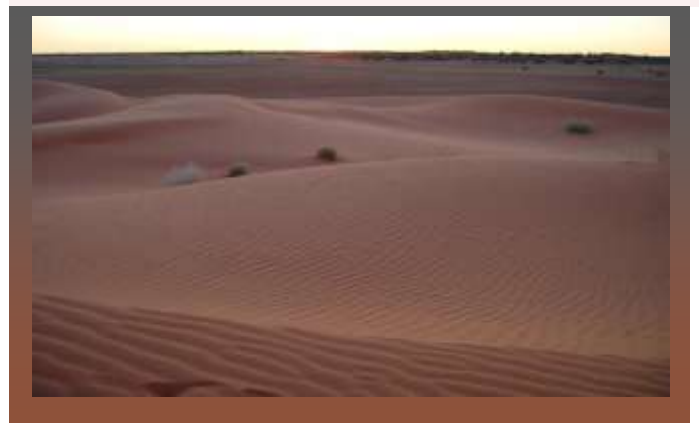
Working in partnership with artists, authors and architects, however, the images, knowledge, inspiration may be shared with an extended audience. Envisioning and articulating issues, artists with scientists guide the debate and influence the series of “actors and actionists” investing in outcomes.

One intent then in this column is to recommend that artists consider not only ways of marketing their own **products** but also of marketing their “communication capabilities”, their illustration prowess, and their artistic capacity to touch the minds, hearts and lives of markets in and outside of Australia.

This extension beyond “product” focus introduces a series of **services** the artist, author and architect may offer in communication, education, training, presentation including collaborative endeavours for exhibition, learning materials, reports, DVD, CD, film, television, forum, books for libraries geo and cyber.



Photographer/artist Carol McCormack 's art work – “Hide and Seek” captures vitality, beauty and reality in nature, drawing people to nature's wilderness gardens.



Photographer Bill Carroll

captures the beauty of light changing on desert sands and skies. Channel Country Queensland 2009

Copyright GLAC





“Footsteps from Infinity”

Photographer Bill Carroll teaches and shares skills with artists and discovers the way they see and interpret on canvas.

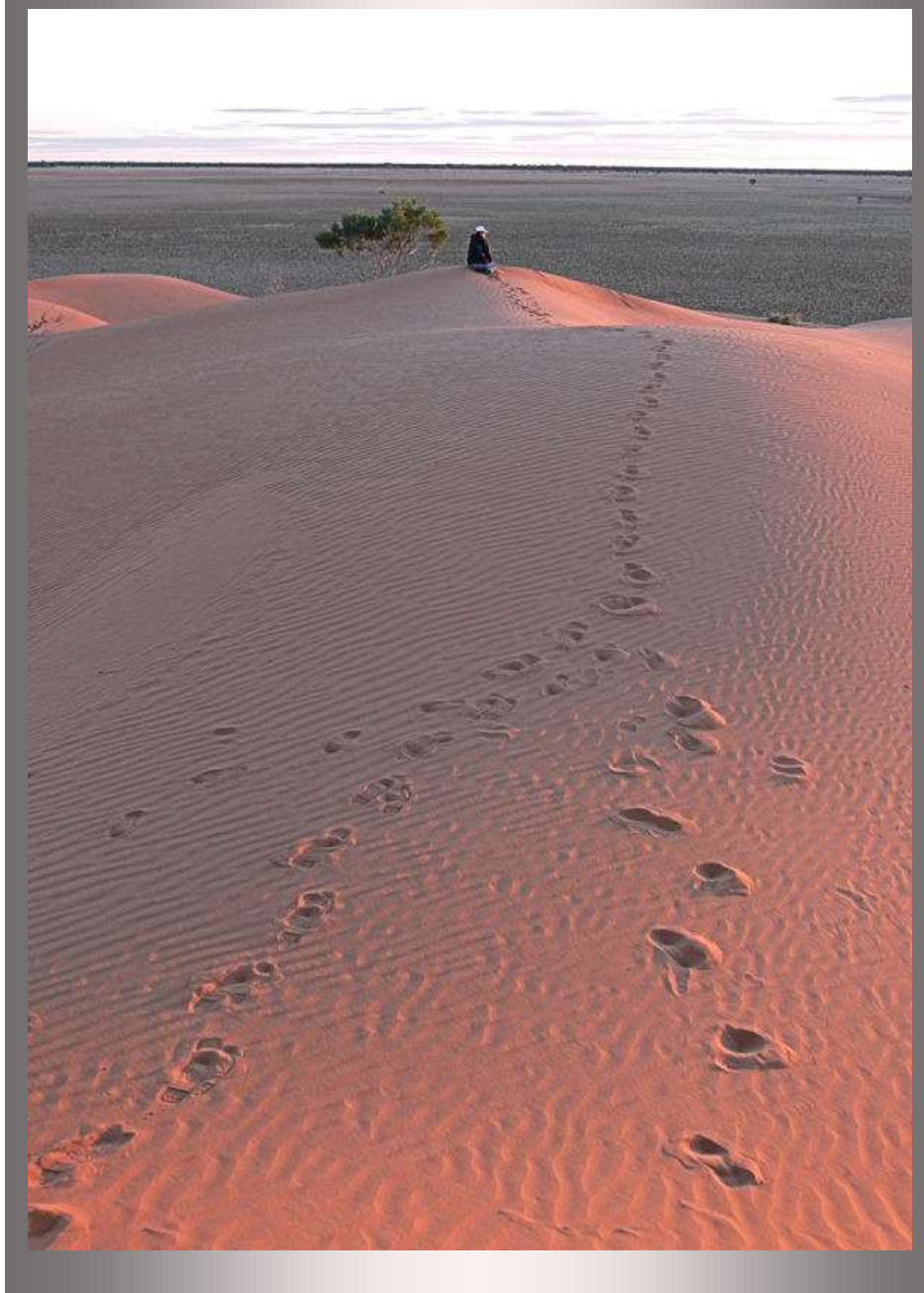


“Not Man Apart” – Poet Robinson Jefferson wrote in 1960’s. His theme continues – human impact on nature and nature’s power of influence and inspiration on humans. Both Bill Carroll and Ali Lamond repeat the statement in footprints in the sand.

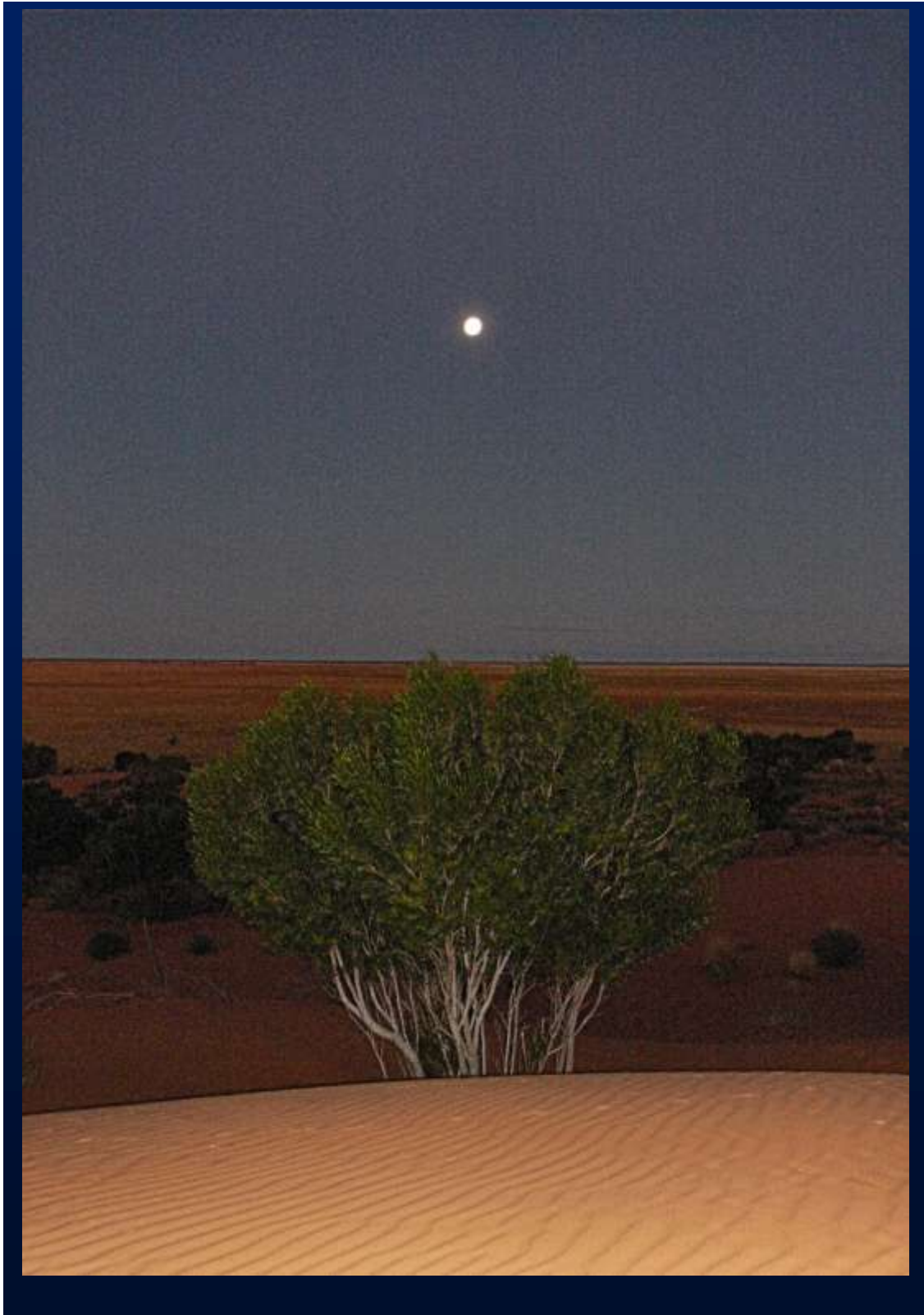


Proudly Introduces in 2011
a landscape photographer

Ali Lamond, Buderim, Queensland



Photographer Ali Lamond
2009 Channel Country Queensland



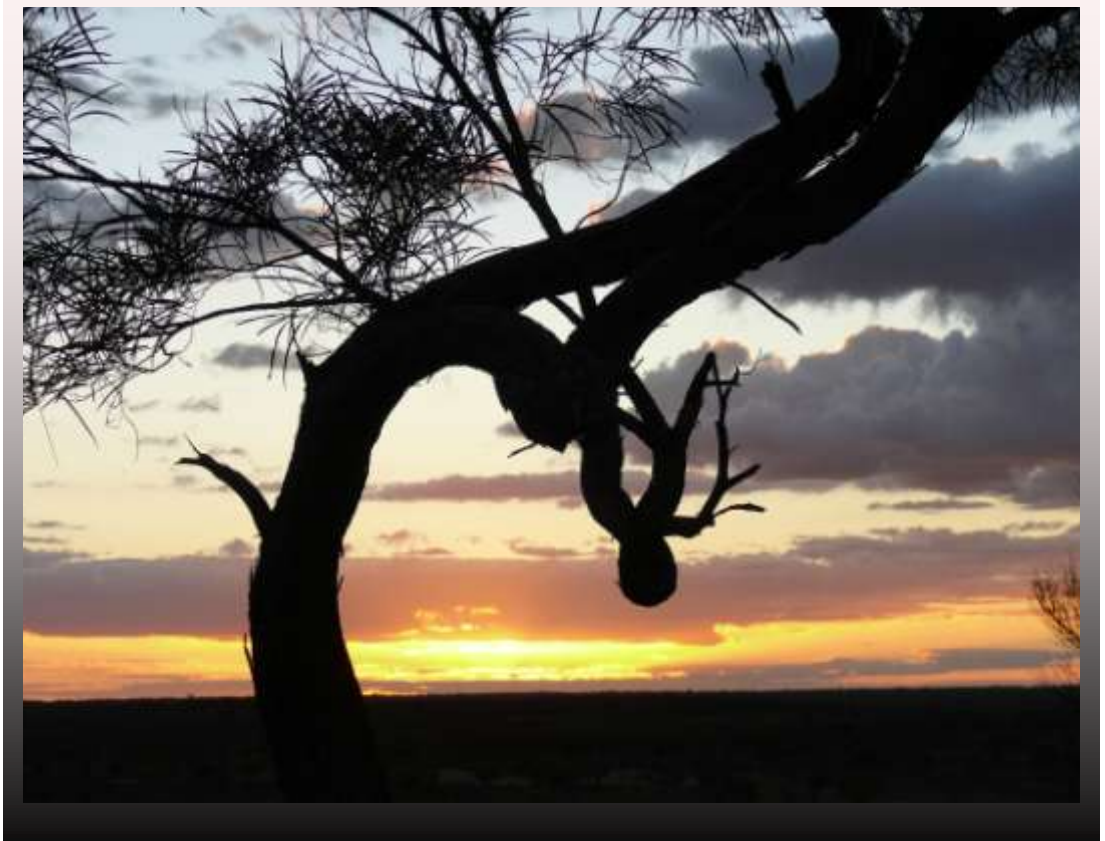
“Night Sky” - 2009

Ali Lamond, Photographer
Buderim



Proudly Introduces in 2011
A new photographer and artist

Di McIntyre, Chinchilla, Qld.



Drama in Nature -
“Waiting on the Promise
of Rain” - Channel Country

Di McIntyre
artist, photographer
from Chinchilla, Qld





Nature's Walls and Buttresses

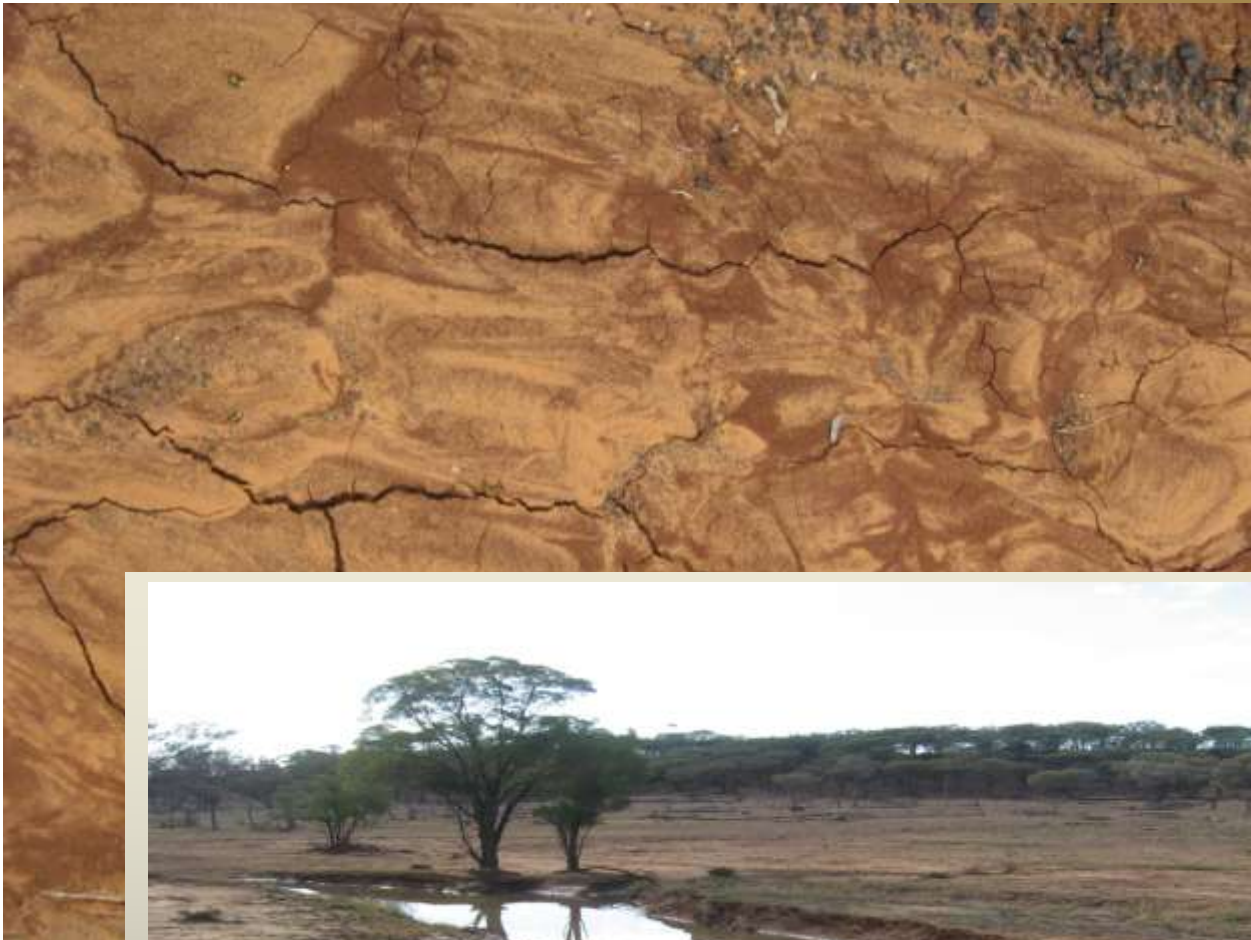
By Di McIntyre

Both photographer and artist

is also featured in Out of
Australia's DVD and Cyber
Exhibitions in 2011







Di's lens captures the sky
as the rains return to the Channel Country of Qld,
the Channel Country that experienced a decade of drought.

Copyright GLADES

Out of Australia
series
Featuring People of Inspiration

Proudly Introduces in 2011
A new rural photographer and artist
Priscilla Mundell, Condamine 4416
Queensland, Australia

“Gateway to Channel Country – Bone Dry – Waiting”





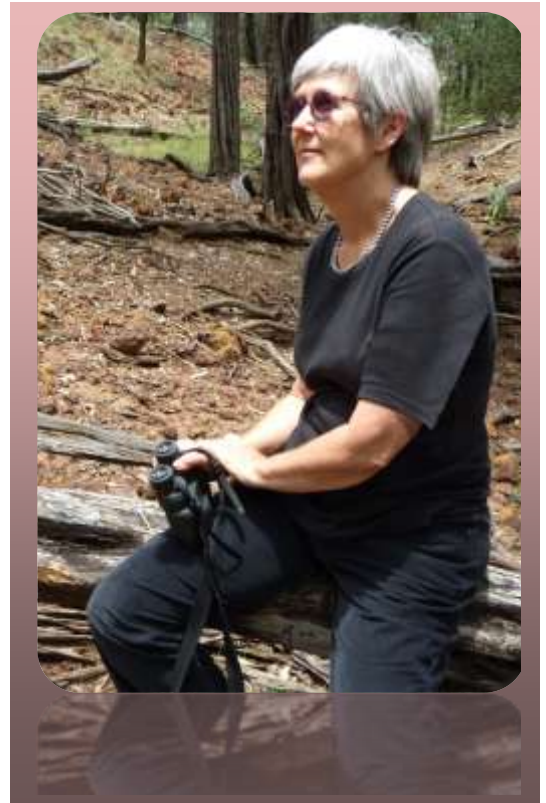
Artist & Photographer

Board Member, voluntary interpretive work at
Glenmorgan's Myall Park Botanic Garden

Carol McCormack

is featured in the *Out of Australia* e-Gallery

In this presentation the eye of the botanical
interpreter confirms the scientist, photographer
and artist merge as Carol captures trees stretching
ancient limbs, whispering, displaying multiple
textures, grounding in rock fortresses.









Learn more about this talented artist, photographer and interpreter of nature's realities.

<http://www.outofaustralia.net.au/gallery.htm>



The Photographers and Photographer Artists featured in this Cyber Corridor joined forces with another artist and photographer,

Annabel Tully, contemporary landscape artist of the Channel Country of Queensland, Australia.

Featured in both the e-Gallery and e-book room of *Out of Australia*, Annabel Tully is a success story both as an artist but also as a business woman and as an enterprise builder in the arts.

In March 2011 Brisbane hosts her 8th solo exhibition, her **Bunginderry Artist Camp** begins a 5th season March through September this year, and Annabel is now coordinating touring exhibitions for other artists in Queensland and across Australia.

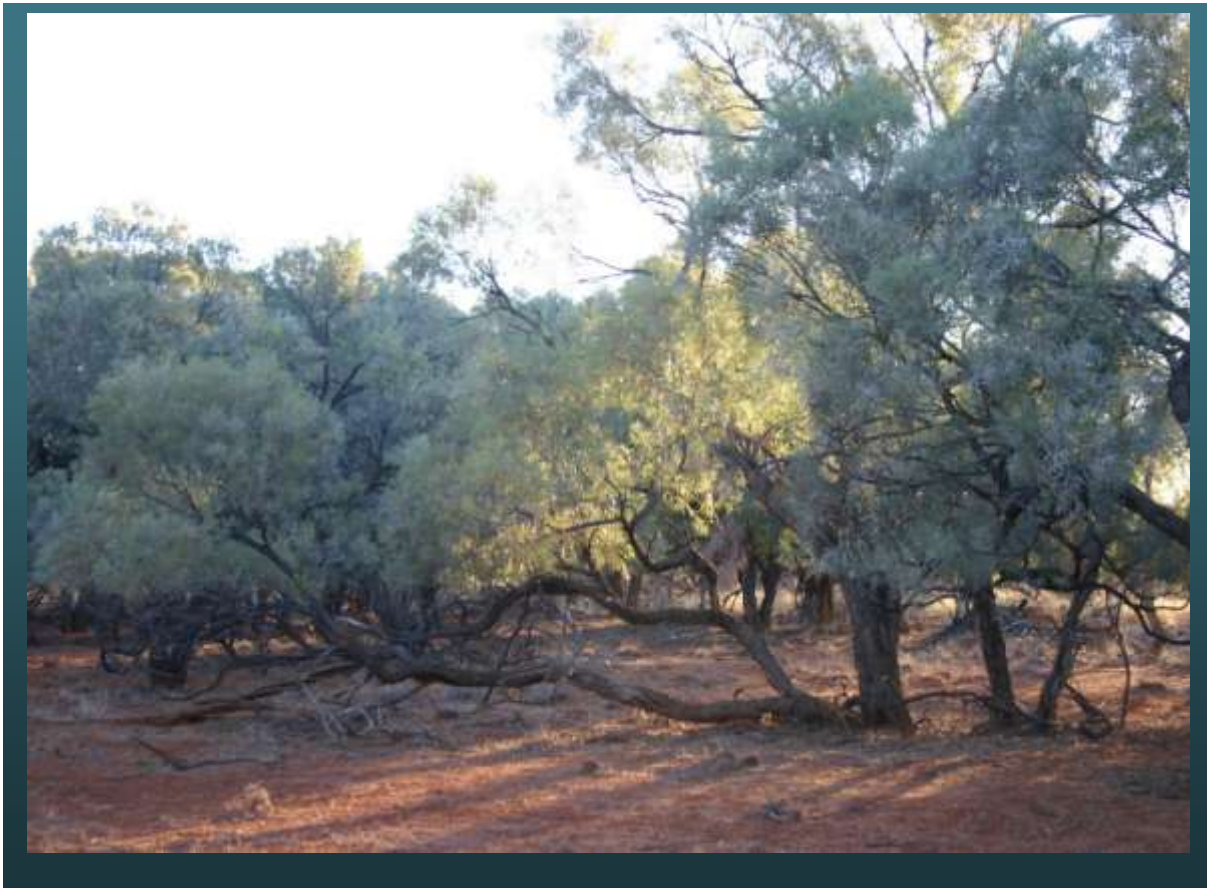
Annabel came to national attention when she served as artist-in-residence for scientists in the archeology EROMANGA DINOSAUR DIG. HER INSPIRED EXHIBITION SOLD OUT. IN2009.

ANNABEL TULLY

Storms break the decade drought.



Studies in Light and Shadow confirm the return to life





New life begins beside the fallen giants.

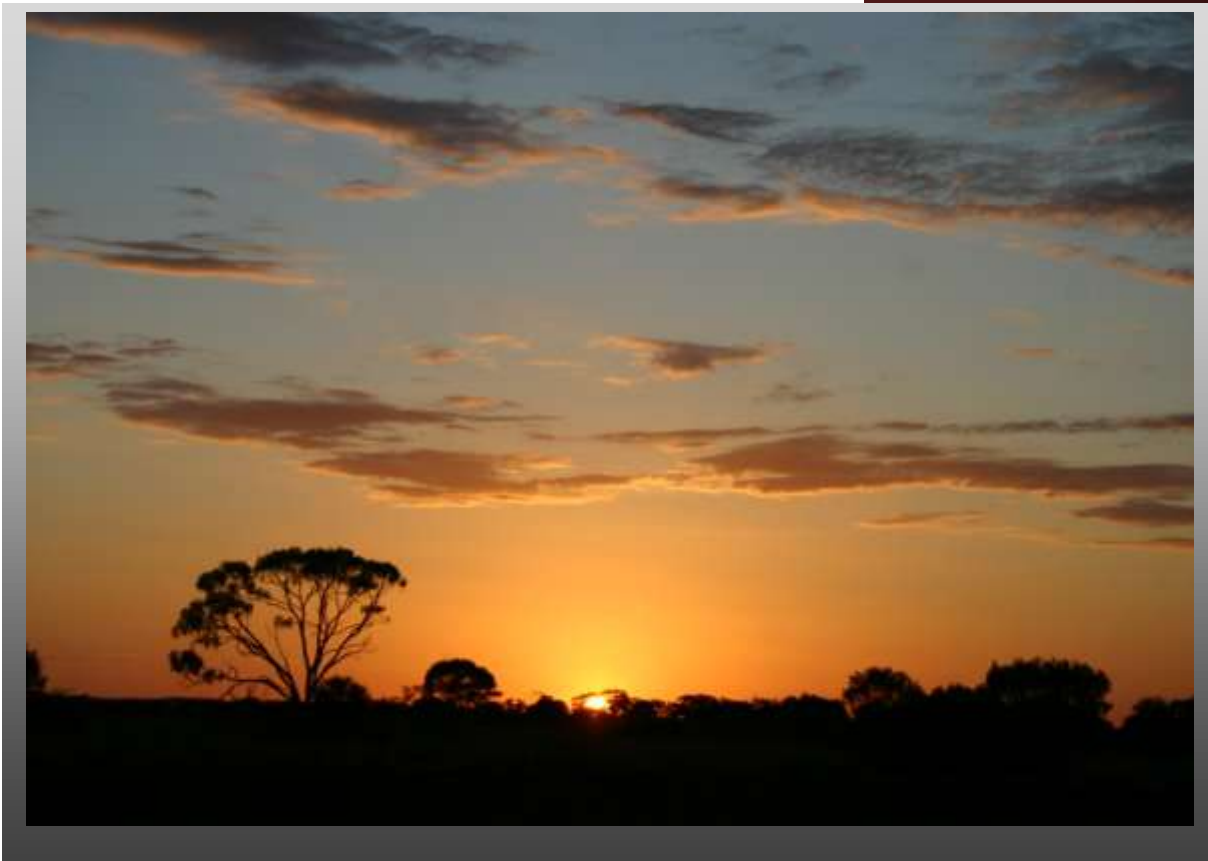
This is a sacred place.

OUT OF AUSTRALIA created a 30 minute DVD featuring this selection of artists and their work within the Channel Country. The DVD is supported by the music of Nick Springall and the ***TIMBAH*** Band, Queensland's country folk and new sound jazz group now nationally known. Major Chad Sherrin serves again as narrator. Proceeds from the sale of the DVD are contributed to the scholarship fund of BUNGINDERRY ARTIST CAMP. For more information contact:

<http://www.bunginderryartistcamp.com>

From my window
I watch dawn breaking,
Future begins today.

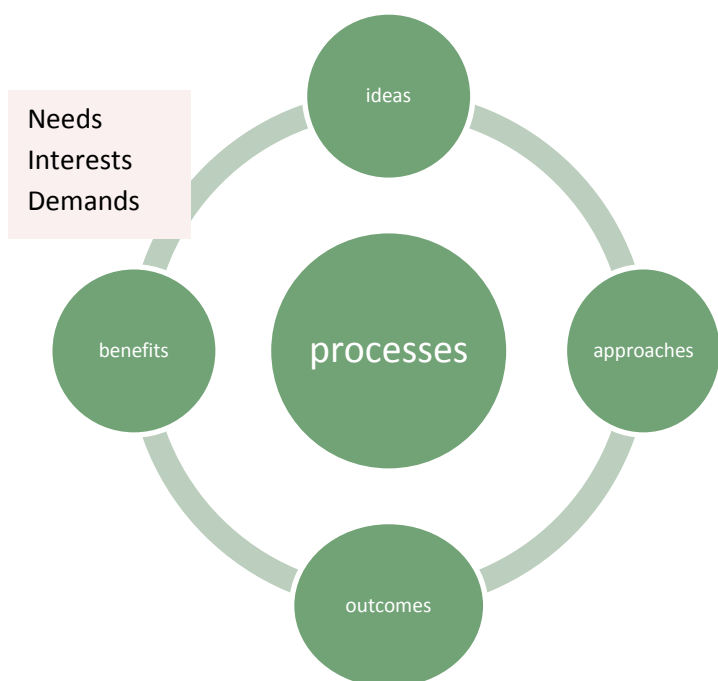
<http://www.annabeltully.com.au>



Beyond Products and Services

*Artists, Authors and Architects
participate in the Technology Cycle*

Technology begins with an idea, but in order for the idea to reach markets, the idea must be articulated, which calls for artists to participate in building **approaches in communication**. Communication may be through art, word, illustrations, photographs, poems, music, dance, or presented in multiple (22) festival art forms in which markets participate as part of living.



Another step involves helping markets participate by adjusting their and others creative ideas into articulated concepts that can be offered for **innovation processing**.

In this case markets learn to adjust nature awareness into viable nature practice. **These outcomes** from innovation processing are recorded as **results** as markets find **benefits in changing life practices, in increasing their interests, in expanding their options to participate and to contribute to and within the technology cycle**.

The economic benefits are measured in demands, however, the economic development strategy concentrates on building interests and capacities of markets to demand (pay) for products and services.

Capability and capacity building are two major values artists, authors and architects hold beyond initial communication practice that introduces awareness and inspires insight.

Leading into and out of the Technology Cycle

Artists, Authors and Architects establish ongoing practice.

They share their skills, knowledge, information in workshops, seminars, cyber columns, cyber-books, cyber-libraries, cyber-galleries as well as through geo based locations in which communities and their markets continue to travel to study, learn, exchange.

<http://www.bunginderryartistcamp.com>
<http://www.blue-dog.com.au>
<http://scottbridle.com> (pilot photographer)
<http://www.bushchristmas.com/featuredExhib.htm>
<http://www.phzi.us/news.html>
<http://www.sabisolutions.com>

Establish alliances for co-venture publications, exhibitions, product development and sales, market access, resource e- libraries with media briefs,

<http://www.glades-globalenterpriseinnovation.com/CnCAffiliates.html>

Serve as Architects of Communication Systems to Outreach beyond Australia in building technology, socio-economic, sustainable environmental futures for and with other nations.

<http://www.outofaustralia.net.au>

Also read about Tewodros Fekadu's memoir, No One's Son at <http://www.noonesson.com>.

Or visit <http://tesfaethiopia.wordpress.com/> to learn about Tewodros' latest project.

Reach and Inspire diverse markets of interest through collaborative works with artists, authors, architects

<http://www.outofaustralia.net.au/gallery.htm>

Foundation Resource Support for Artists

1. **Business Art Foundation**
Are You An Artist? Do You Want To Support The Arts.
Then Contact Us!

www.AbaF.org.au



COLLABORATIVE EXHIBITS POETS, AUTHORS, MUSICIANS

COLLABORATIONS WITH OTHER ARTISTS, AUTHORS AND ARCHITECTS AND WITH ENTERPRISE BUILDERS

New Release - Featuring Dr June Perkins
Discovering

By Author Nell Arnold and Poet/Photographer June Perkins



Exhibition Featuring Annabel Tully
In the Vastness of Australia's Landscapes
A Woman Paints
&
Annabel Tully with Bush Poet
Major Chad Sherrin

Des Rolph (galleries)

<http://www.visualartist.info/visualartist/artist/?artistid=1615>
<http://www.visualartist.info/visualartist/artist/?artistid=1615>



Des Rolph collaborates with other artists, poets, film makers and story tellers – instilling her talent and spirit as she reaches Out of Australia to share her “awe inspiring landscapes of this country” but also the images and memories of those with spirit who once also walked the land.

www.outofaustralia.net.au



In collaborative effort of art, photography, poetry
about the Timeless Gum Tree of the Channel Country
"Fragments of Time"

Major Chad Sherrin With Nell Arnold
In "Till Stars Again"
Anthology of Poems by Warriors of Peace

ADDITIONAL RESOURCES FOR MAKING THE BUSINESS CASE FOR THE ARTS

“HANDBOOK OF THE ECONOMICS OF ART AND CULTURE”

Author Info

<http://ideas.repec.org/p/ulb/ulbeco/2013-1673.html#statistics>

Victor Ginsburgh and David Throsby

Additional information is available for the following [registered](#) author(s):

- [Victor A. Ginsburgh](#)
- [David Throsby](#)

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