

## Introduction

The Social Leadership Association invites you to take part in a thought-provoking challenge: to create an artistic tool that helps decode the mindset of patrons and bridges the gap between art and business.

This brief outlines the context, challenge, and expected outcomes of the project. Join us in reimagining how artists and patrons understand and collaborate with one another!

## Challenge Title

**THE PATRON DECODER** – an artistic tool to unlock the patron’s mindset.

## Context

Art and business often exist in parallel universes. The artist creates meaning, and the patron (business) creates value. The biggest obstacle to the survival of art is not a lack of talent, but the artists’ misunderstanding of what the patron really expects. We do not have a solution that would act as a “value translator” and help the artist decode the patron’s psychology.

## The Challenge

### CENTRAL QUESTION

How to create an artistic solution that would become a “navigator” for the artist through the patron’s thinking, and for the patron – clear evidence that art is an intellectual investment of the highest level?

### TASK

1. Portrait of the patron’s psychology. Create an interactive visualization tool (installation, digital collage or metaphorical map). It should depict the business needs (prestige, social impact, innovation) in

artistic forms.

2. Value converter. Create an artistic object (e.g., digital sculptural graphics or algorithm) that responds to the artist's idea and visually demonstrates how this idea transforms into symbolic capital for the patron.

3. Prototype. Create a final prototype of the artistic solution – a tool that the artist could bring to a meeting with the patron to “unlock” the possibilities of collaboration.

## Target Audience

Artists, managers

## What type of solution would be most useful to our organisation?

- Concept / idea;
- Prototype or demo;
- Open to any type of solution.

## Possible Directions

The team is open to find and use all tools.

## Expected Outcomes

Prototype would be a good result.