

artway of thinking ●

## PROFILE

artway of thinking is the name of a contemporary art research developed by two artists, Stefania Mantovani and Federica Thiene, starting in 1992.

In 1996, artway of thinking was transformed into a non-profit organization with the aim of researching collective creative processes, where the artist enters actively into the process of social change. Within this vision, the artist is able to collaborate with different professional figures, applying creative thought, perceptual sense, and talent in order to generate “new beauty”.

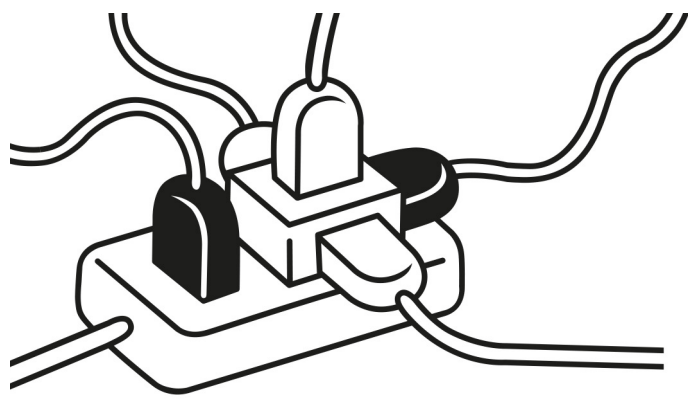
### **Art is a way of thinking.**

Today artway of thinking is a multidisciplinary group that activates collaborations with administrative authorities, companies and professionals. Artway has worked in Italy and abroad on 38 projects, i.e., different processes of change with cultural, social and regional value; and it has activated 6 workshop models focused on increasing the capacity to “co-create” new realities.

### **There is a way of art-thinking that generates human processes instead of objects.**

Creativity, trans-disciplines, systems and complexity are the main paradigms experimented with in this research, that led to the definition of a methodological model to orientate the collective creative process. The co-creation methodology indicates phases, directions, dimensions and tools; and it affects the process of change of the considered system.

**This way of art-thinking has a methodology that sustains its own actions.**



*We imagine an artist as one who operates, together with other professionals, in the development of the contemporary society; a professional who is an asset - whose "plus-value" is to bring creative thought into planning ,and who has the courage to imagine outside the norm and bring innovation into production in many realms.*

*Today, after living through such experiences, we can affirm that making art for us is, in principle, the way in which we create relationships in the world, and through which we build life experiences. Being an artist is an expression of the soul that takes form in work and in our daily life.*

*We believe that the responsibility of the artist is to act with awareness in order to produce and inspire responsible changes in oneself, in personal relationships and in society. We have recognized the value of operating in groups, and creating together in an interdisciplinary way. We have made this our foundational value, and from this understanding we seek to activate collective creative processes in social and public environments.*