Index

action without preconditions 47
age dimension 133
Ahnborg, Erik 108
AIDA (Attention, Interest, Desire and Action) 132
Albert the Great 24
Ani-human 149
Aristophanes 122
art
and Art 157–9
characteristics 3–4
comparison with entrepreneurship 10–17, 154–6
and consumers 15
in global culture 142–52, 180–81
and novelty 79–80
as a profession 155
role in society 11
and utilitarian function 25–31
Art of Entrepreneurship 156
art scandals 10–12
artist entrepreneurship 157–67
artists
business artists 38–43
critical artists 43–4
divine talent 13–14
and firms 35–46
lessons from entrepreneurship 181–2
motivations 16, 154–5
Artmind 160–63
artmind 160–61, 163–4
Attention, Interest, Desire and Action (AIDA) 132
Austin, R. 94, 163
authenticity 89
autoethnography 58–9, 176–7
study of creative process 59–72
Baronet, T. 31
Barriaud, N. 147
Barrientos, R.M. 36, 39
Baxter, I. 38, 39
Bennett, R. 56, 57
Beuys, Joseph 43
Bhide, A. 160
Binnewies, C. 24, 47
Bird in Space 27–9
Birenbaum, C. 156
BMW 42
Bottle Rack (Marcel Duchamp) 26
brain
cogitative powers 55, 56–8, 73
cognitive powers 55, 56, 73
subjectivity 54–5
Brancusi, Constantin 27–9
Brandt sur Haffner 29
Brellochs, M. 165, 166
Brin, S. 165
Brunon, Bernard 40–42
buildings, painting 40–42
business artists 35–6, 38–43
business entrepreneurs and novelty creation 78–9
capitalism, global 150
Christiansen, Bjørnstjerne 42
Churchland, P. 55
creation 173–5
co-production 174
cogitative powers of the brain 55, 56–8, 73
cognitive powers of the brain 55, 56, 73
combinations, novel 87–8
productive 34
use of iterative processes 94
community involvement 90–92, 93–4
conflicts in innovative processes 133–5
counterpart interaction 15
context, entrepreneurial see environment
control, entrepreneurs’ loss of 134, 175
creation 24–5
and entrepreneurs 31–5
and usefulness 25–31, 33–5, 47–8
creative destruction 12, 33–4, 40, 84, 154
creativity 23–4
definition 24, 47
Crick, F. 57
critical artists 43–5
Csikszentmihalyi, M. 92
cultural dimensions and creation of variation 132–3
culture, global see Global Culture
Czernich, C. 127
D’Angour, A. 122
Dalhalla opera arena 99, 100–137
diversification 115–16
environmental factors 125–6
framing 130–33
impact on region 114
inauguration 109
as innovative 122–3, 125
institutionalisation 111–14
management conflicts 116–18
opportunity recognition 104–5, 171
project origination 104–9
staging of *Ring of the Nibelungs* 110–11
study methods 100–104
Damasio, A.R. 74
Danto, A. 26
Darwin, Charles 124
Davies, S. 157–9, 162
Dell Computer 155
Dellefors, Margareta 102, 104–19, 127–9, 129–30, 131, 132–3, 134–5
art manager of Dalhalla 111
founding Dalhalla 104–9
removal as artistic director 116–18
Democritos 122
*Denkmal* 148
destructive nature of entrepreneurs 34–5
see also creative destruction
Devin, L. 94, 163
Dissanayake, E. 158
distant relations 142–52
divine talent 13–14
Duchamp, Marcel 26, 40, 89–90, 129
economic creation and artistic creation 31–3
Einstein, A. 85
Eliasson, Gunnar 101
Engels, Pieter 40
entrepreneurial artistry 160–66
entrepreneurial context see environment
entrepreneurial subversion 33–5
entrepreneurs
as creators 31–5
divine talent 13–14
individual capabilities 52
losing control of ventures 134, 175
motivation 16, 155
similarities with artists 16, 31–3
entrepreneurship
as an art 156–60
comparison with art 10–17, 154–6
and consumers 15
definition 2–3
employing an artmind 160–64
and novelty 78–9, 93–4
role in society 11
as subject of art 157
environment 125–6
and creation of variation 132–3
and selection 100, 136–7
Ernman, Malena 120
*Es war ja nicht alles schlecht* 148–9
etoy 80–84, 87–8, 90–91
evolutionary theory and innovation 124–5
Fenger, Jakob 42
Feyzdjou, Chohreh 39
flutgraben e.v. 165–6
Ford, Henry 34
Forest, F. 143–4
Fountain (Duchamp) 89–90
Frame Analysis 127
framing 126–33, 137, 172–3
free action as uncaused cause 31–3
Freeman, J.H. 124
Index  

Fuentes, C.  142, 147
funding
  Dalhalla project  106–7, 108,  
    113–14, 119–20
  and path-breaking art  179–80
gender dimension and value creation  133
Getzels, J.W.  92
Gibbons, M.  103
Gibson, William  84
GINA Light Visionary Model (BMW)  42
global capitalism  150
Global Culture  142–3
  networks  144–5
  role of artists  143–4, 147
  stages  150–51
Global Media  146
globalization of art  142–52
  policy implications  180–81
Goffman, E.  127
Gombrich, E.H.  88
Google  165
Groys, B.  88
Gustafsson, Magnus (Nug)  10, 18
Hacker, P.M.S.  56, 57
Hannan, M.T.  124
Harvard Business School cases, artist’s analysis  161–3
Hegel, G.W.F.  85
hijacking of ideas  175
Hill, Christine  39
Hjorth, D.  155
Hock, Dee  163–4
Huitorel, J.-M.  38, 39, 40
If you look back  148
IKB (International Klein Blue)  39, 41
IKEA  174
Imagination and the Nature of Choice  32
industrial objects as art  26, 29–30
Ingold Airlines  39
innovation
  and art  11–12
  contributing factors  135
  definitions  98, 121–2, 123
  and entrepreneurship  13
innovation policy, technology bias  123–4
Inshallah (By the Will of God)  148
instrumentalist artists  36
International Klein Blue (IKB)  39, 41
internationality  150
interpretation of artwork  86–7
iterative evaluation of combinations  94
Kaikai Kiki Co. Ltd  39
kainotomia  122
Kant, E.  24–5
Kirzner, I.M.  56, 171
Klein, Yves  39, 41
knowledge production Mode 2  103
Koons, Jeff  36
Larsen, Nikolaj Bendix Skyum  145,  
    146, 148, 152
Laurette Bank Unlimited  39
Lavier, Bertrand  29–30
lawsuits and art  10
  Brancusi trial  27–9
Letters of non-motivation  43–5
linear emergence of novelty  85–6
Linnaeus, Carl  104
Manovich, L.  150–51
markets
  defining entrepreneurship  15
  global  150
means-ends relationships  52–3
media, and technology bias in
  innovation policy  123–4
media art, storage  81
Metro newspaper  12
migrating art  145–7
minding the art  160–61
Minerva Cuevas (M.V.C.)  39
MISSION ETERNITY  81–5, 87–8,  
    90–91
motivation  16, 32
  artists  16, 154–5
  entrepreneurs  16, 32, 155
Murukami, Takashi  39
Mystic Truths  148
Naumann, Bruce  148
Nelson, R.  125
network of distant relations 144–5
Nielsen, Rasmus 42
non-linear emergence of novelty 86
norm and rule-breaking 10, 11–12
novelty 12, 78–80
in the arts 79–80
and authenticity 89
business entrepreneurs 78–9
as characteristic of modern art 25
emergence of 84–90, 170
novel combinations 87–90
Nug (Magnus Gustafsson) 10, 18
Obama, B. 123
objective opportunities 51–2, 72–3
Obliterated Landscape 148
Odell, Anna 10, 17–18
Ohly, S. 24, 47
Oil and Wasser 161–3
opportunity development 169–70, 172–5
opportunity recognition 51–4, 169–72
autoethnographic study 59–72
conceptual framework 54–8
Dalhalla 104–5, 171
individual capabilities 52
opportunity revelation 50–74
organization innovation 13
Ouest-Lumière 40
Outsourcing 157
Page, L. 165
painting of buildings 40–42
Paleologue, A. 29
palingenesia 122
Partouche, M. 26
path-breaking art, policy implications 179
persuasion 131
physical framing 132
policy implications 177–81
Porter, M.E. 125
practicality as purpose of entrepreneurship 155
Prévieux, Julien 43–5
problem-finding 92
process innovation 13
process perspective on framing 130–32
product innovation 13
productive combinations 34
professional structure of art 155
public, role in defining entrepreneurship 15
re-interpretation, help of community 93–4
reframing 127–30, 131, 137, 172–3
renewal 87–90
rewards 134–5
Rex, Jytte 148
Rosenberg, H. 25
Rouillé, A. 36
Rowell, M. 29
rule-breaking 10, 11–12
Said, E. 150
SARCOPHAGUS 82–4
scandals in art 10–12
Schrat, Henrik 157, 161–3
Schumpeter, J. 12, 13, 32, 33–4, 56, 84, 85, 123, 125, 154
science as distant relation 149
role in Global Culture 151, 152
Seidler, Marika 145, 146, 149, 151
selection 124–6, 136–7, 175–6
environmental factors 100, 136–7
and variation 99–100, 124–5
voluntaristic 127
Serres, M. 149, 151
Shackle, G.L.S. 32
Shane, S. 52–3, 56, 72, 182
Skyum-Larsen, Nikolaj Bendix 145, 146, 148, 152
social acceptance and innovation 124
society role of art and entrepreneurship 11
role of technology 151
sociological art 143–4
Sonnentag, S. 24, 47
Steyaert, C. 155
storing media art 81
storytelling 172–3
strength-weakness analysis 130
Strömberg, Lisa 145, 146, 148–9, 152
Strong, E.K. 132
subconscious processes 74
subjectivity 54–5
and opportunity recognition 73
Index

subversion, entrepreneurial 33–5
Superflex 42–3
SuperGas 42–3
surgical marketing 131

Tamagotchi 159
technology and society 151
technology bias in innovation policy 123–4

That’s Painting Productions 41
Times Review of Industry & Technology 122

Toma, Yann 40
Top Business Consultants 156
tourism, impact of Dalhalla project 114
traversals 144–5
True Artist Helps the World by Revealing Mystic Truths 148

turning points in innovative processes 133–5

Udall, John 121
uncaused cause 31–3
urinal (Duchamp) 89–90
utilitarian function and creation 25–31

variation 125
effect of cultural dimension 132–3
and selection 99–100, 124–5
Venkataraman, S. 52–3, 56, 72, 182
Vilks, Lars 10, 18
VISA International 163–4
visionary thinking 13–14
voluntaristic selection 127

Wahlström, B. 134
Weick, K.E. 89, 163–4
Western Culture and distant relations 142–3

Wiener, L. 26
Winter, S.G. 125

Zander, I. 127