



INGA RÜCK

Inga Rück has a Masters in Art History, Psychology, and Sociology. After working as Sales Manager of Michael Fuchs Galerie and Director of the Schinkel Pavilion, amongst other things, she is now the co-founder of the art consultancy Art Affairs.

Art Affairs works predominantly with corporate clients. Corporate art contributes to an innovative and cosmopolitan organizational culture and shapes a modern working environment. Contemporary art can be put into play to emphasize the objectives of a company. Art as a medium of corporate culture draws attention to a creative working environment but also conveys openness, higher risk tolerance, and corporate cultural responsibility. Art Affairs merges business and art into a sustainable unit, developing customised art concepts for economic and financial groups and the tourism industry. Artworks by German and international artists are carefully selected by a team of architects, artists, and curators to develop well-conceived and aesthetically coordinated art concepts to reflect the architectural premises and professional focus of companies. Visual Arts in company context supports creative work processes and encourages communication and discussion. The effect of contemporary art is an essential factor of external representation and can symbolize cosmopolitanism or regional solidarity.