

Sustainability, Art & Business

MBA 290T.8 / UGBA 190T.8, Spring, '22; 2 units. Meets Mondays from 9 am to 11 am in the Haas Innovation Lab.

Professor: Clark Kellogg; Haas Artist-in-Residence and Faculty Lead of the Innovation, Creativity and Design Practice.

This is a combined program; enrollment is limited to 30 people balanced between fulltime MBA and undergrad UGBA students.

Creating Presence

This 2-unit course-of-action is designed to create a persistent, artful presence of sustainability - in its many forms - to the greater Haas and Berkeley community. We will execute a three-step strategy of researching, designing and executing public art and design projects. These will be made in both digital and physical form. Our projects will explore the meaning of sustainability and the human response to global warming. The work is less about having the right answers and more about framing the right questions.

Designing Outcomes



The first order outcome of this course-of-action is to make sustainability visible and tangible. Part of that journey is developing a deepening awareness of - and sensitivity to - sustainability. We are guided by Proctor & Gamble's motto, "make sustainability irresistible." The

course links sustainability with data, design and creativity. It engages student learning in the same way that "The Creativity Lab" (UGBA 190T.3) and "Art from Business" (MBA 290 + UGBA 190) do; by bridging the gap between facts and feelings. We intend to, as Bertrand Piccard, founder of the Solar Impulse Foundation, says, "build the bridge from ecological to logical."

Expectations of Students



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Force. Projects will vary in scale and scope and may be collaborative or individual. We will also document the work for uses beyond the physical Haas campus.

The Pedagogical Drivers

The work will be driven by both the design thinking process and the art-making process. We will move from human-centered to humanity-centered. The main learning mode is experiential learning-by-doing.

There is a strong emphasis on collaboration, peer-to-peer critique and developing creative confidence in risk taking (similar to Clark's other creativity-based courses). Projects will have work plans with milestones and deliverables. They will be graded on all three phases of work, weighted to the final project public gallery. Craft and quality are essential. Prior art training is not.



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The Sustainability Imperative

The climate crisis calls us all to question the assumptions that drive business today. This course will immerse students in the quest for making sustainability and climate change visible and tangible within Haas. We will bring "productive discomfort" to the Haas community with the artwork of the class and also support dialogue and inquiry. We will explore transforming data into physical experiences and visual presence. Sculptural data brings awareness. Awareness brings change.



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This is a Prototype

We believe enrolled students will learn about leading amid uncertainty with creativity. We believe the Haas community will be inspired by encountering sustainability issues through art, design and data. We believe exploring how to change perception and behavior - by means other than pure logic or guilt - is a good idea. Haas can be a living experimental lab; a bold prototype.

Questions and more information:

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