THE GRID: CONNECTING ARTISTS AND TECHNOLOGISTS

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ABSTRACT

This report serves to identify the myriad extant models of collaboration between technology companies and the arts in the San Francisco Bay Area, both recognizing the ingenuity of current collaborations and identifying opportunities for deeper, more impactful synergies between these two worlds.

We identified that artists within tech companies play vital roles in stimulating innovation, contributing to company culture and as a proving ground for new technologies. Some common hurdles companies face include finding internal funding, connecting artists to other companies, educating management on the value of artists and measuring the impact of arts programs in a qualitative way. Our recommendations and insights for the Europe's role in technology and art include providing an organization to connect companies with each other, help companies and their artists with introductions and exhibition opportunities with European cultural institutions and by continuing to support the arts as they have in the past.