

Boosting a Business with Art

There are many ways to promote a business, but picking the most cost effective and innovative ways to do so can significantly enhance marketing efforts and visibility. Many businesses display artwork in their office buildings and locations to provide a certain aesthetic appeal, build their brand, and to enhance their corporate culture.

Businesses also use their own brand, buildings, and employees in artwork and photography to promote their business. This goes back decades if not a century. Some business brands have been featured in timeless artwork that will never be forgotten. Andy Warhol's artwork of the [Campbell's soup](#) can is world renown and still recognized to this day 50 years after being created.

A new way for businesses to get exposure through art is with MeconoMorph. MeconoMorph was invented and is created by [Viktor Genel](#). Through Mecons, Genel creates structures using only business cards. I interviewed Viktor about his creations and why businesses should participate in his creations.

ML: You are asking for businesses to participate in these structures. How can they participate and what are the benefits of a business working with MMorph?

VG: Technically, they can mail their cards in. If they happen to be next to the MMORPH there is always a card collection box nearby.

They can send me their electronic cards, and I will incarnate them in paper. So for the first time their cards will make a transition from a ghost world into a real world. There is no dedicated service on the website right now, but I'll take them in a message.

This is a way to participate in an art project, a way to put your own brick into a growing collaborative piece of Art. How many artistic projects will allow people to participate?

Participation also will mean visibility. I already heard comments like this – "Oh I see my card there – awesome!" At some point I will start a blog, which will honor every card in the structure, telling individual stories, creating a media buzz around it. Some stories are brewing already.

I believe at some point it will undergo a transformation similar to what Facebook went through. Instead of asking "what is it?" or "why should my card be there" people will ask "If your business is not in the MMORPH, where is it then?" – very, very lofty goal, but what I am reaching for.

Business and organizations can host a MeconoMorph, what does this entail and why would a business choose to do so?

Several reasons depending on the host:

1. MeconoMorph is an ultimate attention grabber. It's unusually looking and colorful enough to pull people closer from a distance. The closer people come to it the more questions arise. How is

it constructed? How is it put together? Oh, are all these business cards?

The piece is semitransparent, so there is no limit to a time a person can spend learning its intricate internal structure.

2. It's an absolutely unique object for a business gathering. It's literally a piece of art which is "all about business and networking" in this incarnation.
3. For an art gallery environment: MMORPH is not offered for sale. As a result it can coexist with any other exhibit, not pulling money away, but rather bring more people in.
4. MeconoMorph is totally transformable so it can adjust to almost any space. It can be condensed in a tightly packed object; it can be assembled loosely to take more space. It can be spread flat across a wall, or even stretched in a line (straight or zigzag). It can sustain itself in a middle of a room or it can fill in a corner. It can even be hung under a ceiling or on a wall using hidden magnets if there are iron beams inside or magnetic paint.

Summary

However you decide to promote your business, using art is always beneficial. From enhancing the corporate culture in your office to showing customers that you have good taste, there are many reasons to display artwork regardless of the business you operate.