

**Richard Woodfield**

**Art in a corporate context: Contemporary Art at Boots The Chemists - Abstract**

In 1999 staff from Nottingham Trent's Department of Visual and Performing Arts staged an installation of their work in the new Boots D90 building. It was a collaborative project with the Boots project team. A strategy emerged of exhibiting works that would engage with issues of health, beauty, the individual and the collective. This new approach, adopted the strategies of contemporary art installations: juxtaposition and interaction, deliberately engaged with Boots' corporate philosophy "look good, feel good". It placed art at the center of a dialogue about medicine, identity and self. The ambition was to provoke questions.

This paper will examine the successes and failures of the installation based on interviews with the Boots' staff, showing the work that was exhibited in its context. Access will be provided to the corporate website that was developed for the project at <http://davinci.ntu.ac.uk/rws/researchers/visualarts/boots/index.htm>

**Biography**

Richard Woodfield is Research Professor in Art and Design at the Nottingham Trent University. He has recently published *Art History as Cultural History: Warburg's Projects* (2000), *Framing Formalism: Riegl's Work* (2000) and *Ernst Gombrich, Dal mio tempo: Città, maestri, incontri* (1999). He is currently engaged in developing a multi-disciplinary research project *Art, Science and Technology: Connecting 2D Representations with 3D Structures* and a study of the reception of Leonardo da Vinci's *Trattato della Pittura* in the UK.