

**POSUDEK MAGISTERSKÉ DIPLOMOVÉ PRÁCE /  
REVIEW OF THE MASTER'S THESIS**

**Examiner:** MgA. Jiří Sulženko, Ph.D.

**Student:** Nadezda Nazarova

**Title of the Thesis:** CROSS-SECTORAL COLLABORATIONS BETWEEN THE ARTS  
AND ORGANIZATIONS: Case studies from the Czech Republic and Sweden

**Examiner's Review:**

Nadezda presents a paper on a very interesting topic. There is a growing experience of specialized projects or organisations in Europe cooperating on innovative and collaborative projects with businesses companies. The topic of cross-innovations or artistic interventions in companies brings together the worlds of arts and business, touches creative industries or very general topics like innovation.

Nadezda's thesis has a clear and logical structure. Nadezda also selected relevant and suitable method to cover her topic – literature overview is vast, interviews are done with well selected speakers, case studies cover different approaches to the problem. Probably the most valuable part of the work is author's personal experience with the most recognized organization in this field in Europe – TILLT from Sweden. I am sure it was definitely beneficial for the author herself even in the covid-19 conditions. I have to acknowledge author's focused work that aims going deep into the topic we didn't really have a chance to academically reflect in the Czech Republic so far.

Yet, the thesis also shows how abstract and difficult to describe and prove are the benefits and outcomes of such an arts – business cooperation. The work neglects the financial element of the problem – the costs of the projects, the revenue streams, the business models (except most of the case studies are publicly funded in smaller or bigger extent). I was also missing the examples of the ART. What artistic outputs (films, paintings, performing arts) were tools of outcomes of the interventions. Even the TILLT's mission statements misses the words arts or culture.

Therefore I am not sure if this text, even though it's a result of a genuine interest and focused research, brings some new understanding on "not-for-profit" driven cooperation of arts and business. I am afraid it will still be very difficult to defend this approach in the Czech environment or with pragmatic businessmen from companies. I recommend the thesis to defense.

**Examiner's Queries:**

- 1) Could you please give us some examples of artistic outcomes of the case studies you brought in the thesis?**
- 2) What would be the costs of the 10 months project in the Swedish hospital, that the client would have to pay?**
- 3) Do you see any business alternatives of innovative interventions in companies by an outsider company?**

Datum: February 10, 2021

Signature: .....

