

# **New Method of Human Resource Development using Art Thinking: Using Artist's Process of Creation for Company HR Development and Business Development**

Graduate School of Advanced Integrated Studies in Human Survivabilities (GSAIS) Program-Specific Professor Tosa Naoko, along with Toppan Printing Co., Ltd., developed “Art Innovation Framework” based on artist's process of creation. The framework shows us new ways of thinking that can lead to creation of new ideas in the business scene.

Kyoto University and Toppan Printing founded the “Kyoto University Art Innovation Industry-Academia Collaboration Course” back in May 2019. Since then, they are conducting joint research on combination of art and cutting-edge technology for innovative social value creation. As an outcome of the joint course, this framework divides artist's creation process into five stages which each corresponds and is applied to a business context for new idea creation.

We seek to develop unique human resources that can generate new values that are suitable for the coming age.

This research outcome was published on June 1<sup>st</sup>, 2020.

**See more detailed description of each stages of the framework below.**

アーティストが作品を生み出す際の思考ロジックを基に、  
その作品作りのプロセスをビジネスシーンに応用したもの



図：「アートイノベーションフレームワーク™」における5つのステップ

The creative people who can generate value are prolific.

At the same time, some of their work is poor.



## “Discovery”

Come up with a lot, and make whatever you're working on interesting for yourself.

“Quantity over Quality”



Doubt common sense and ponder



Ask essential questions and propose a hypothesis  
(It can be mistaken)



# “Research”

Research outside of the internet too.

- Ask people
- Conduct experiment
- Conduct thought experiment



Speed is important!

Get on the flow and advance as much as you can.





It is OK to go back and forth “Research” and “Discovery”



# “Development”

Try & Error!



Patiently think of a way that can disrupt the current market.



Change perspectives when things don't work.



## “Creation”

Don't rush for (easy) solutions.



Present with organized illustrations and not just words.



Clearly define each key term you created through art innovation.  
Vague definition will not reach others.



Reach an outcome that satisfies your pride.





Unexciting and tasteless ideas only generate tasteless and vague appraisal.



Ask others if your creation is exciting or surprising enough.

アーティストが作品を生み出す際の思考ロジックを基に、  
その作品作りのプロセスをビジネスシーンに応用したもの



図：「アートイノベーションフレームワーク™」における5つのステップ

## “Meaning”

Ask others for opinions.

Humans typically can't precisely assess his/her own work.