

Ursula Bertram
ARTISTIC TRANSFER

Image | Volume 150



The Centre for Artistic Transfer/[ID]factory was awarded the 2012 Selected Landmark prize by the North Rhine-Westphalian Ministry of Innovation, Science and Research.

Ursula Bertram, born in 1952, is an artist and professor at the Technical University Dortmund, Germany. Her research focuses on the transfer of artistic thinking into other fields, such as business and the sciences. She is co-founder of the flagship project Centre for Artistic Transfer, with the [ID]factory providing an interdisciplinary space for teaching and the development of non-linear, artistic thinking. Her artistic works have been exhibited in Germany, the United States, Russia, and Venezuela.

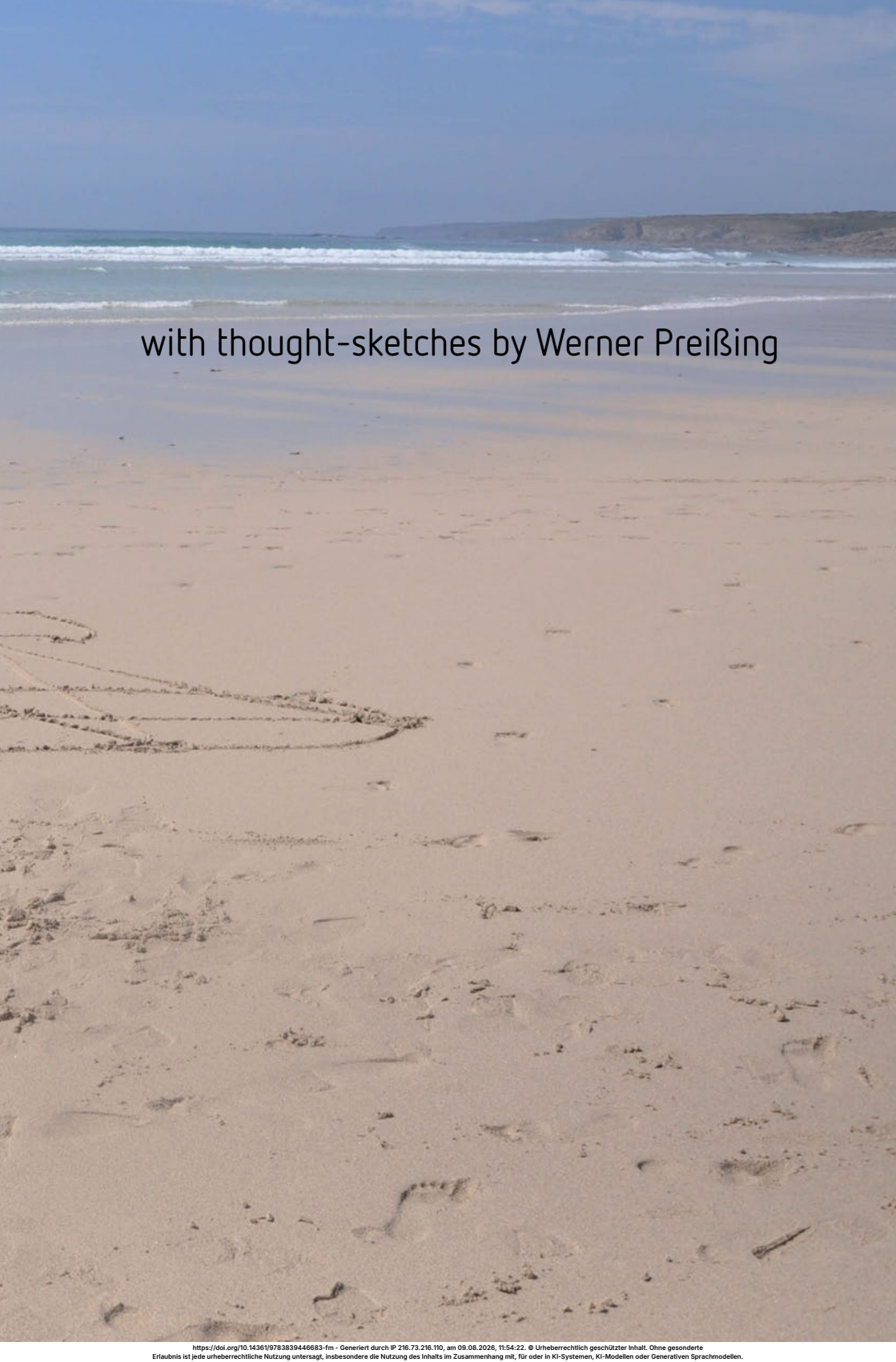
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Efficiency Through Unruly Thinking

[transcript]



A wide-angle photograph of a sandy beach. The foreground is filled with sand, showing some faint tracks and small debris. In the middle ground, the ocean waves are breaking, creating white foam. The background shows a clear blue sky and a distant, low-lying coastline.

with thought-sketches by Werner Preißing