

Ursula Bertram
ARTISTIC TRANSFER



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.

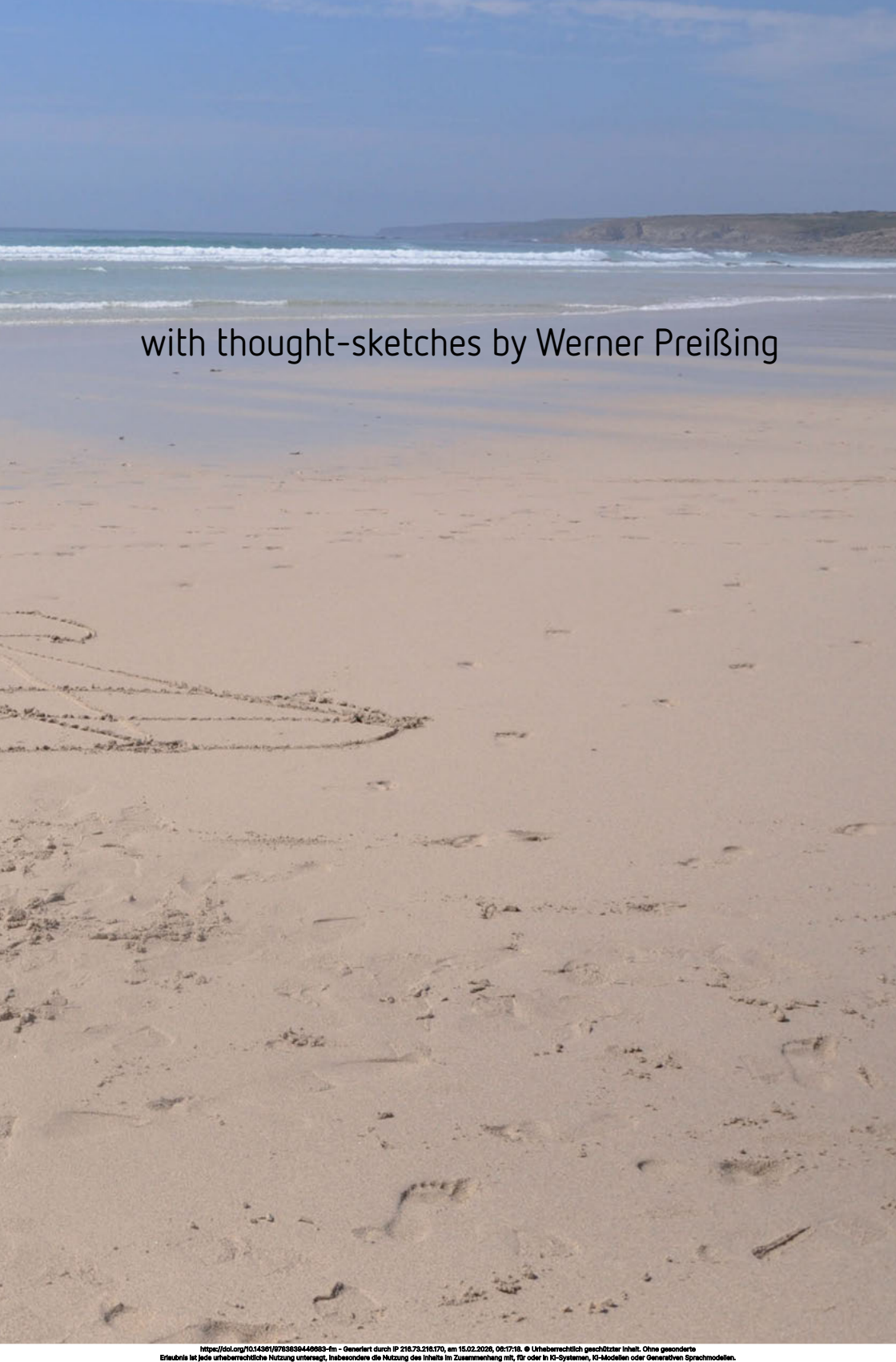
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Efficiency Through Unruly Thinking

[transcript]



A wide, sandy beach with waves breaking in the distance under a clear blue sky. The sand is light brown and shows some footprints and small debris. The ocean is a mix of light blue and white foam from the waves. In the far distance, a low, dark landmass is visible on the horizon.

with thought-sketches by Werner Preißing