

Ursula Bertram  
ARTISTIC TRANSFER

**Image** | Volume 150

**Deutschland  
Land der Ideen**  
  
Ausgewählter Ort 2012

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.

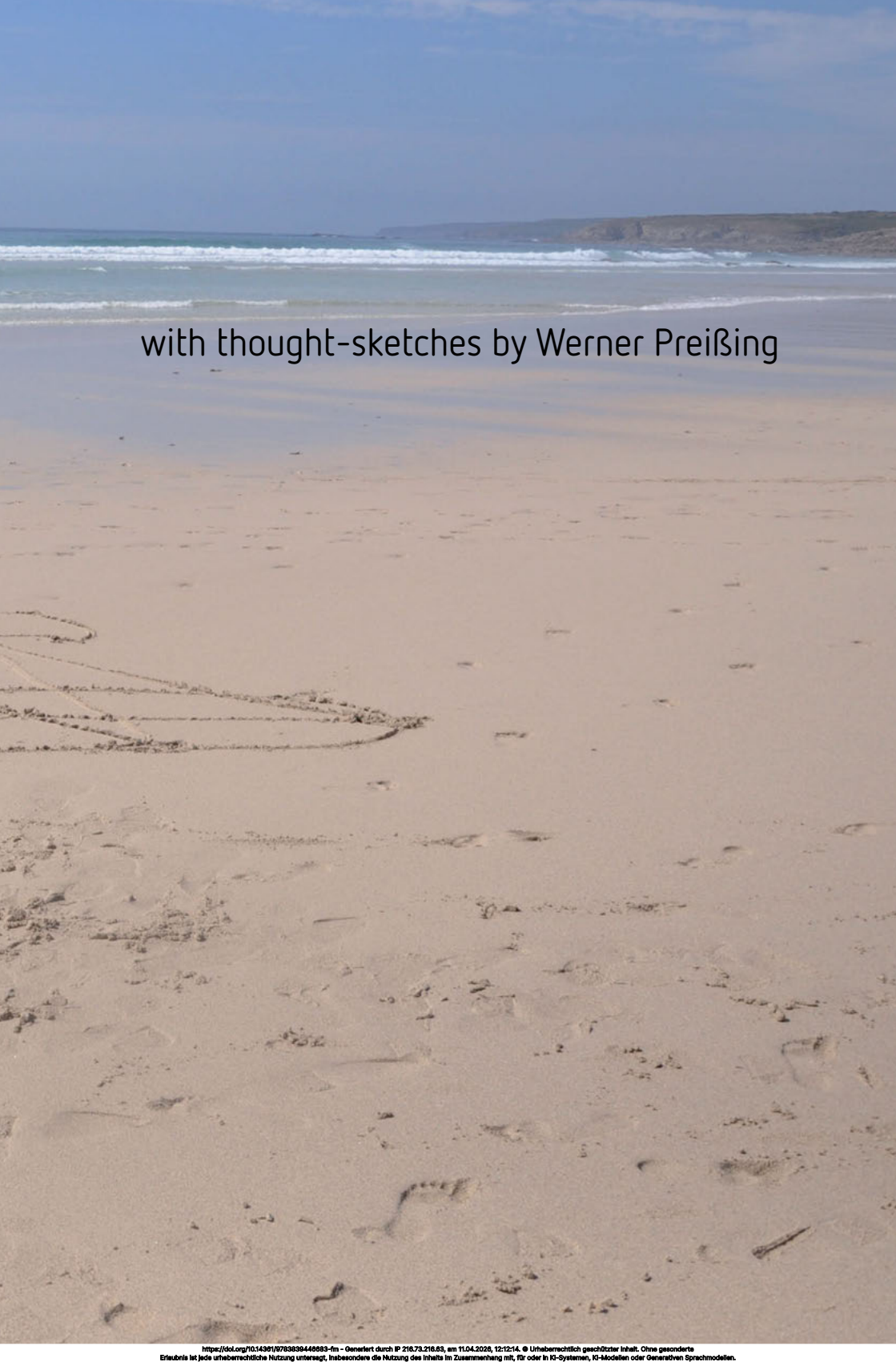
Ursula Bertram

# ARTISTIC TRANSFER

Efficiency Through Unruly Thinking

[transcript]



A wide, sandy beach with waves in the background and a cliff in the distance. The sky is clear and blue. The sand is light brown and shows some footprints and small debris. The waves are white and foamy, breaking onto the shore. In the distance, a low cliff or headland is visible under a clear blue sky.

with thought-sketches by Werner Preißing