

## Art of ethnography/ Ethnography of art

PhD seminar (in English) On line 18 – 19 – 20 January 2021  
Formation doctorale en distanciel 18 – 19 – 20 Janvier 2021

This seminar will be dedicated to ‘speaking nearby’ in ethnographic research (Trinh Min-ha, 1990). In research that claims to speak *about* or *for* the other, the researcher de facto tries to control, take possession and/or dominate the ‘Other’. As Ingold (2011) has claimed, lived experiential circumstances are thereby denigrated by the assumption that truth is elsewhere; that is, in the researcher’s theories, observations and results. The critique is to be related to Bhabha’s (1994) proposition of the ‘third space’, which is on the borderlands, where relationships and interacts are preserved, developed and honoured. But how do we reach the ‘third space’ and what do we do when and if we get there? One possibility is to develop ‘artist as ethnographer’ experimentations, wherein researchers’ representation of their fieldwork breaks with social science’s ‘iconophobia’ (Schneider & Wright, 2006) and starts to explore oral and/or visual means of expression.

The seminar will be dedicated to addressing these questions bottom-up; that is from an in-practice perspective. Thus, what does the ‘sensory turn’ mean to us methodologically, in our own practices of ethnographic research? And how does art and ethnography support us to do justice to ‘self and other’ in our research?

We will take a lead from Monika Kostera and Cezary Wozniak’s (eds) recent book (2021) *Aesthetics, Organization and Humanistic Management* where they call for reflection on the meeting up of art and ethnography:

- as an epistemological perspective of organization and management studies;
- as an area of humanistic management practice;
- as a manifestation and effect of organized creative activities; and
- as cultural heritage, inspiring managers and organizers.

Though the seminar will be web-based, our plan is to organise it as a series of round tables where the presenters will be together, re-creating something of the sphere of living discussion that Covid19 has robbed us of.

**Coordination: Jean-Luc Moriceau**

**Registration (before 15 january) : [jean-luc.moriceau@imt-bs.eu](mailto:jean-luc.moriceau@imt-bs.eu)**

Limited number of attendants.

## Participants:



**Hugo Letiche** is adjunct Professor at IMT-BS and Professor at the University of Leicester (UK). His research is focused on the ethnography of accountability and research methodology



**Jerzy Kociatiewicz** is Professor of HRM at IMT-BS. His research focus is on counter-culture and questions of organizational aesthetics.



**Monika Kostera** is Professor Ordinaria at Jagiellonian University Krakow (PL). Her research interests include organizational imagination, disalienated work and organizational ethnography.



**Terrence Letiche** is completing his PhD at IMT:BS with an art-based research ethnographic project. He works at the Dutch Ministry of Social Affairs.



**Jean-Luc Moriceau** is Professor of Research Methods at IMT-BS. His research focusses on the aesthetic and ethical dimensions of qualitative research.

## References

- Bhabha, H (1994) *The Location of Culture* London: Routledge.
- Ingold, T (2011) *Being Alive: Essays on movement, knowledge and description* London: Routledge.
- Kostera, M & C Wozniak (2021) *Aesthetics, Organization, and Humanistic Management* London: Routledge.
- Trinh Minh-ha (1990) "Documentary is not my name" *October* 52 (Spring) pp 76-100.
- Schneider, A & C Wright (2006) *Contemporary Art & Anthropology* Oxford: Berg.