Aesthetics Research Lab

FOCUS LAB 01

Core Question: What does aesthetics have to do with work and business?



Purpose:

Recognize how aesthetics shapes the way people perceive, experience, and value organizations, and why this matters to your business.

Outcomes:

Participants will

- **Explore** how aesthetics operates through experience, perception, intention, and cognition (**EPIC**).
- **Identify** qualities of beauty, such as proportion, integrity, and fittingness, in organizational life.
- **Recognize** how people experience organizations through places, products, language, stories, and relationships.
- **Examine** how an organization's values and practices shape how people perceive and respond to it.

Aesthetics at Work

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