

**Artist Placement Group, now known as Organization and Imagination (O+I)
(Manifesto, 1980)**

O+I today operates on these following essential axioms:

1. The context is half the work.
2. The function of medium in art is determined not so much by that factual object, as by the process and the levels of attention to which the work aims.
3. That the proper contribution of art to society is art.
4. That the status of artists within organisations must necessarily be in line with other professional persons, engaged within the organisation.
5. That the status of the artist within organisations is independent, bound by the invitation, rather than by any instruction from authority within the organisation, and to the long-term objectives of the whole of society.
6. That, for optimum results, the position of the artist within an organisation (in the initial stages at least) should facilitate a form of cross-referencing between departments.

Negotiations are contingent upon both participants having this understanding and a mutual confidence. O+I requires intelligence and strength in art and a reciprocal response from within organisations.

The following ten steps are an example of how O+I goes about setting up an artist placement in an organisation:

1. O+I identifies host organisations
2. Agreement in principle between host and O+I
3. O+I proposes a range of artists
4. Host organisation meets to agree on: Artists to be placed; location of study; any special conditions; a link person to liaise between artist and host; and, finally, financial considerations
5. Host organisation invites artist
6. Agreement between artist and host
7. Start of initial study (also known as the 'feasibility study')
8. Artists' report and proposals
9. Implementation programme
10. Evaluation of results and exhibit (this last not necessarily part of the placement).