

BURN-IN US PORTFOLIO

Diversity

July 2015

burn-in.at

**new
ways**

**in art
business**

Dolzer & Partner Agentur für strategische Markenentwicklung OG

Linz Zentrale
Beutlmayrweg 3 | 4020 Linz
+43 732 680 391 | dolzer.at

Wien Galerie & Denkfabrik
Argentinierstraße 53 | 1040 Wien
+43 1 364 93 16 | burn-in.at

about BURN-IN



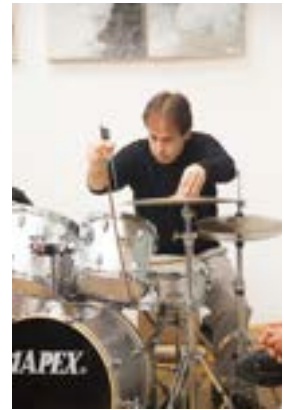
BURN-IN is a trademark of **Dolzer & Partner Agentur für strategische Markenentwicklung** OG (Agency for strategic, emotional brand development). Foundation 1995 | CEOs Sonja & Wilhelm Dolzer.

The young **BURN-IN gallery & think thank** was newly established in 2014 and is located in the middle of the Viennese **embassy quarter** Wieden in the immediate vicinity of Belvedere Palace and the „21er Haus“ (new Museum of Contemporary ART). Since then 36 artists were presented in 15 exhibitions with more than 400 artworks.

In 2015 BURN-IN creates a **new exhibition format**, the creative art-dialog for lateral thinkers. BURN-IN enhanced the **gallery-method**, a field tested creativity technique, and focusses on learning with associations. Suggested keywords help to get important inputs for the monthly exhibitions, optimizing the portfolio of artists and telling exciting stories to the audience. Annual cycles draw a bow through the monthly events starting with *Ariadne's red thread and the secret of the labyrinth* (2015) and *Diversity, Identity | values & culture* (2016).

In addition to classical gallery- and business-support BURN-IN is offering individual packages for artists in the field of marketing and PR, strategic workshops, consulting, coaching as well as CI development, online-presentations, catalogues and books...

The USP of BURN-IN gallery and think tank based on the concept of BURN-INs **Art-Branding**, a newly developed method, combining art and branding. Thereby BURN-IN creates and manages together with cooperating artists sustainable values for companies, **combining artistic intervention with strategic use of marketing and corporate development.**

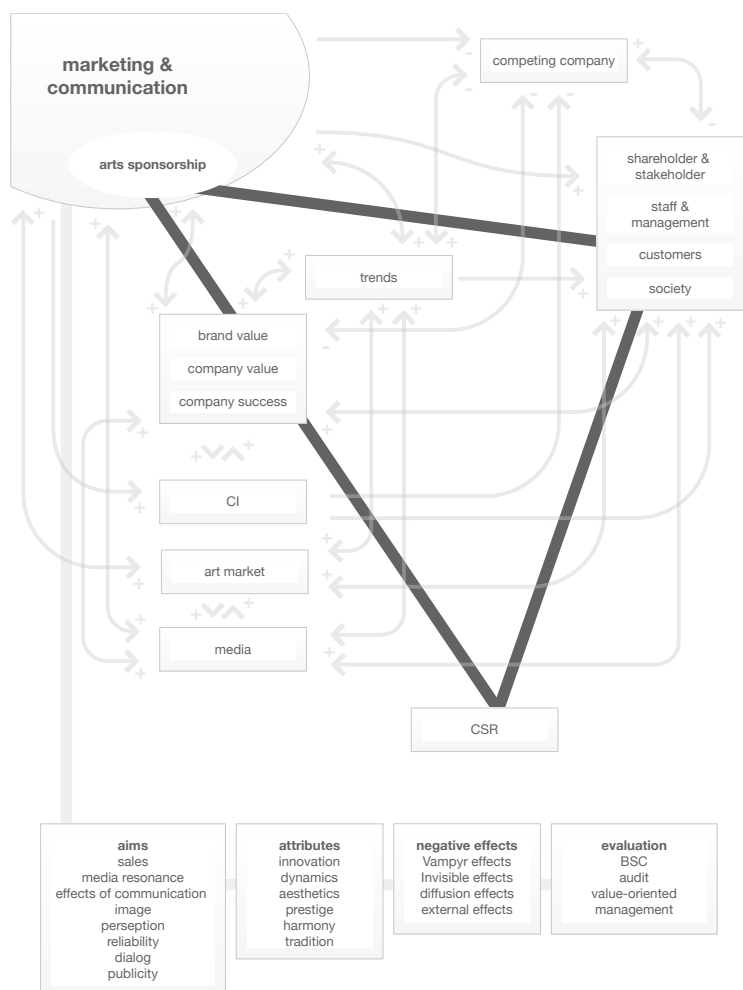
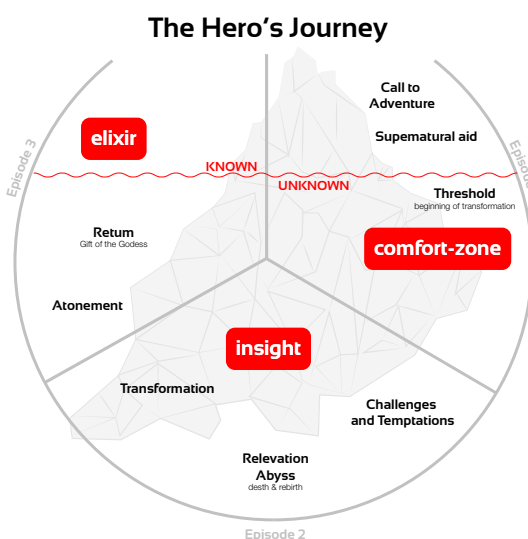


Because art always communicates with the viewer, emotionalizes and has a lot of power: it surprises, is thought-provoking, opens up new perspectives – leaves nobody untouched. These convincing effects are shining inside and outside, create positive climate and a long-term loyalty of the staff. Corporate culture thought in a very different way.

BURN-IN spins the red thread between companies and artists and accompanies the exciting journey through the adventurous labyrinth.

THE BURN-IN VISION

Implementing art strategically and creating sustainable values for art collectors, companies and artists!



BURN-IN TEAM & FACTS



Sonja Dolzer | Renate Polzer

Sonja Dolzer, a brand expert with focus on emotional branding, partner of a marketing-agency in upper austria and **Renate Polzer**, partner in the gallery, art historian and artist are spinning professionally together the threads. The interdisciplinary duet with longterm experience linked up 5 years ago and since then shows new ways of conjunction in art.

- BURN-IN platform | gallery & think tank
9 cooperating artists | 2 curators | 1 media-designer | 1 project-manager
600 artworks | € 1,7 million | status 2015
- establishment BURN-IN platform by Sonja Dolzer | 2009
- trademark registration in DACH (Germany, Austria, Switzerland) and Liechtenstein | 2010

CV SONJA DOLZER <http://burn-in.at/dkfm-sonja-dolzer>

born in Vienna, Austria (1965), married, son Lukas (1989) | CEO Dolzer & Partner OG, Linz, lives and works in Vienna and Linz. (Austria)

focus

expert with focus on emotional branding, art-branding

education

WU Wien & FH Hamburg | University for Economics and Business Administration in Vienna (Austria) and Hamburg (Germany)

publications

- **Return on Culture** – action mechanism of arts sponsorship on brand value and corporate identity Dissertation HFH Hamburg 2009 | 22 interviews with experts | 207 marketing directors with activities in arts sponsorship (sample 2.500)
- **The doctor's surgery as a trademark** – with branding from no-name to brand personality
- **Selling art successfully – business concept for visual artists**
- **Family planning - hormonal contraceptives in relation with medicine, social medicine and moral** (WU)
- Several **market research reports** and **branch-screenings** for Austrian principals (architecture, hotels, municipalities | in cooperation with advertising agencies)
- Several articles in art and business magazines

CV RENATE POLZER <http://burn-in.at/mag-renate-polzer>

born in Bruck/Mur, Austria (1947), widow, daughter and son | art historian, artist, partner BURN-IN gallery & think tank, lives and works in Vienna (Austria)

focus

on special themed artwork (**QUIREA** - art with genetic and technical codes - **quick response art** | **TERRAIN** - cycle of frottages taken round the world).

education

Salzburg International Summer Academy of Fine Arts (class: G. Damisch) | European academy of fine arts (Trier, Germany | class: M.E.Prigge) | Karl-Franzens University (Graz, Austria | art history | diploma 1998)

publications

- **Horst Reichle** | painter & graphic artist (Germany)
- Catalogues: horizontal vertical | hair | statics, movement, three-dimensionality
- Several articles in art magazines

Case Study | art-branding | MGI

MGI Business-Park | tax advice office **upwards - innovative thinking - acting responsibly**

A strong brand/corporate identity is part of the core competence of a company and improves the corporate values and the success.

BURN-IN realized together with the artist Susanne Chmel and the cooperation partners Synthesa and Fassadenbild.com the art-branding-concept, the visualization and supervised the installation of the facade images on the external facade.

The visualizations of the skyscrapers as a symbol for boundless success cover the company building on a surface of 1.100 m² and lead to approximately 20.000 visual contacts per day.



<http://burn-in.at/mgi-upwards-innovativ-denken-verantwortlich-handeln>

BURN-IN press abstracts <http://burn-in.at/media>



- Bestseller | **Musenkuss der Wirtschaft** (economy kissed by a muse) | 11/2014
- Die Macher | **Art as a trademark** | 1/2014
- Kommunal | **locational advantages through art interventions** | 12/2013
- Die Presse | **art-branding - brand ambassador** | 9/2013
- Chefinfo | **TeamBuilding with art** | 4/2013

BURN-IN artists <http://burn-in.at/shop/stock-art-ubersicht>

Renate Polzer

Austria [CV-Link](#)



Eva Pisa

Austria [CV-Link](#)



Heribert Jascha

Austria [CV-Link](#)



Colbert Nourrice

Seychelles [CV-Link](#)



Ingeborg Rauss

Austria [CV-Link](#)



Isabelle Habegger

Switzerland [CV-Link](#)



Jörg Dobrovich

Austria [CV-Link](#)



Josefina Temín

Mexico [CV-Link](#)



Josefine Blaich

Austria [CV-Link](#)







<http://burn-in.at/shop/clear-cut>





<http://burn-in.at/shop/fingerprint-i>



<http://burn-in.at/shop/zwischen-himmel-und-erde>



<http://burn-in.at/shop/visible-clouds-ii>

<http://burn-in.at/shop/relationship>





<http://burn-in.at/shop/ariadne-vor-dem-labyrinth>



<http://burn-in.at/shop/läufer-mit-reserven>



<http://burn-in.at/shop/luftläufer-hawaii>



<http://burn-in.at/shop/profi-läuferinnen>



<http://burn-in.at/shop/ariadnes-faden-ii>

<http://www.evapisa.at/de/motiv/pazifikmalerei/neptuns-söhne>





<http://burn-in.at/shop/familiäre-bindung>





<http://burn-in.at/shop/strichcode-als-sichtbare-aktion>

<http://burn-in.at/shop/untergang-der-gutenberg-galaxis>



<http://burn-in.at/shop/nachtfensterlandschaft-davor-und-dahinter>



<http://burn-in.at/shop/grand-canyon-2>



<http://burn-in.at/shop/grand-canyon-3>



<http://burn-in.at/shop/grand-canyon-1>





<http://burn-in.at/shop/fertility-waterfall>

<http://burn-in.at/shop/moutia-dance-black-pink>









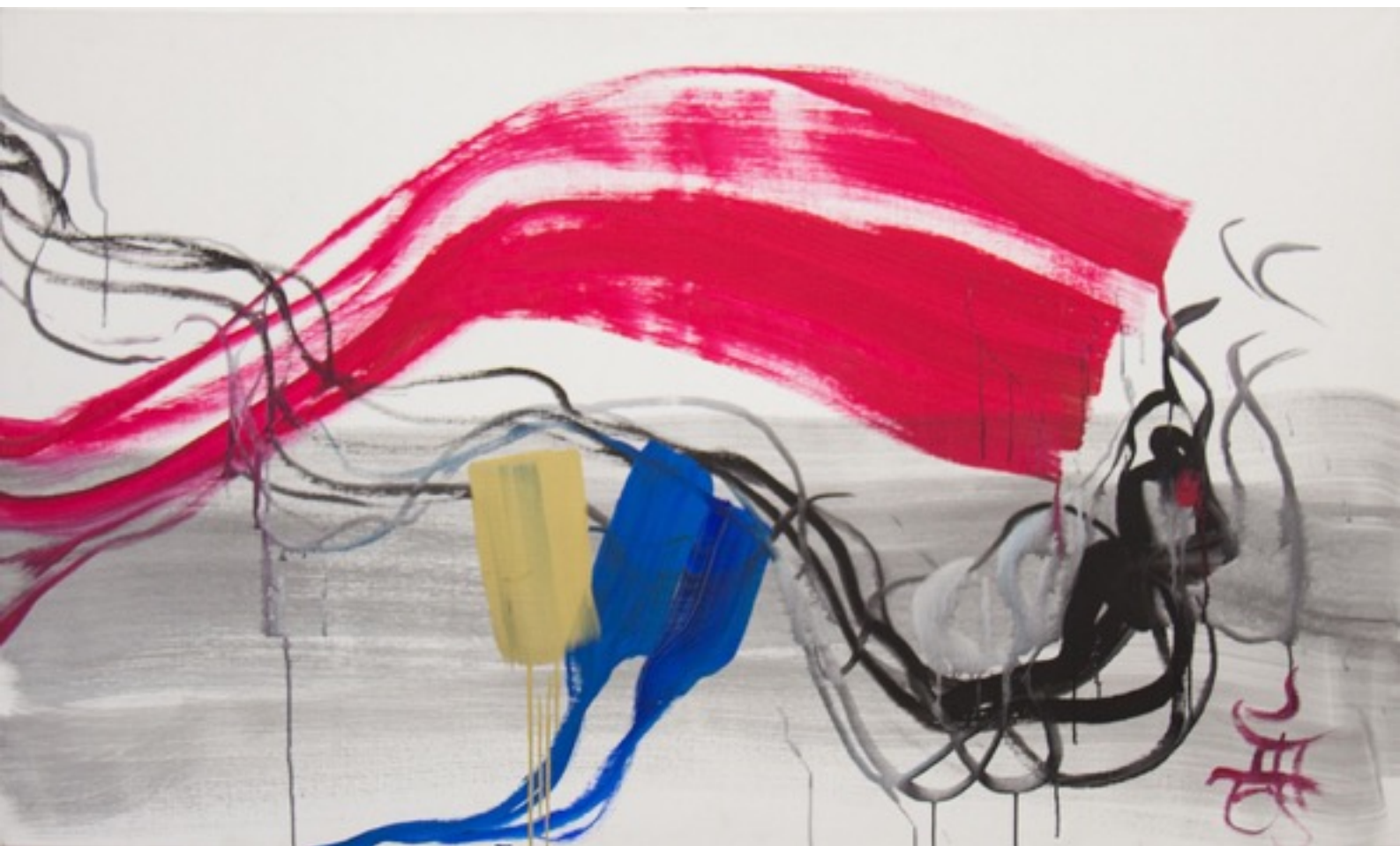




<http://burn-in.at/shop/ii29>







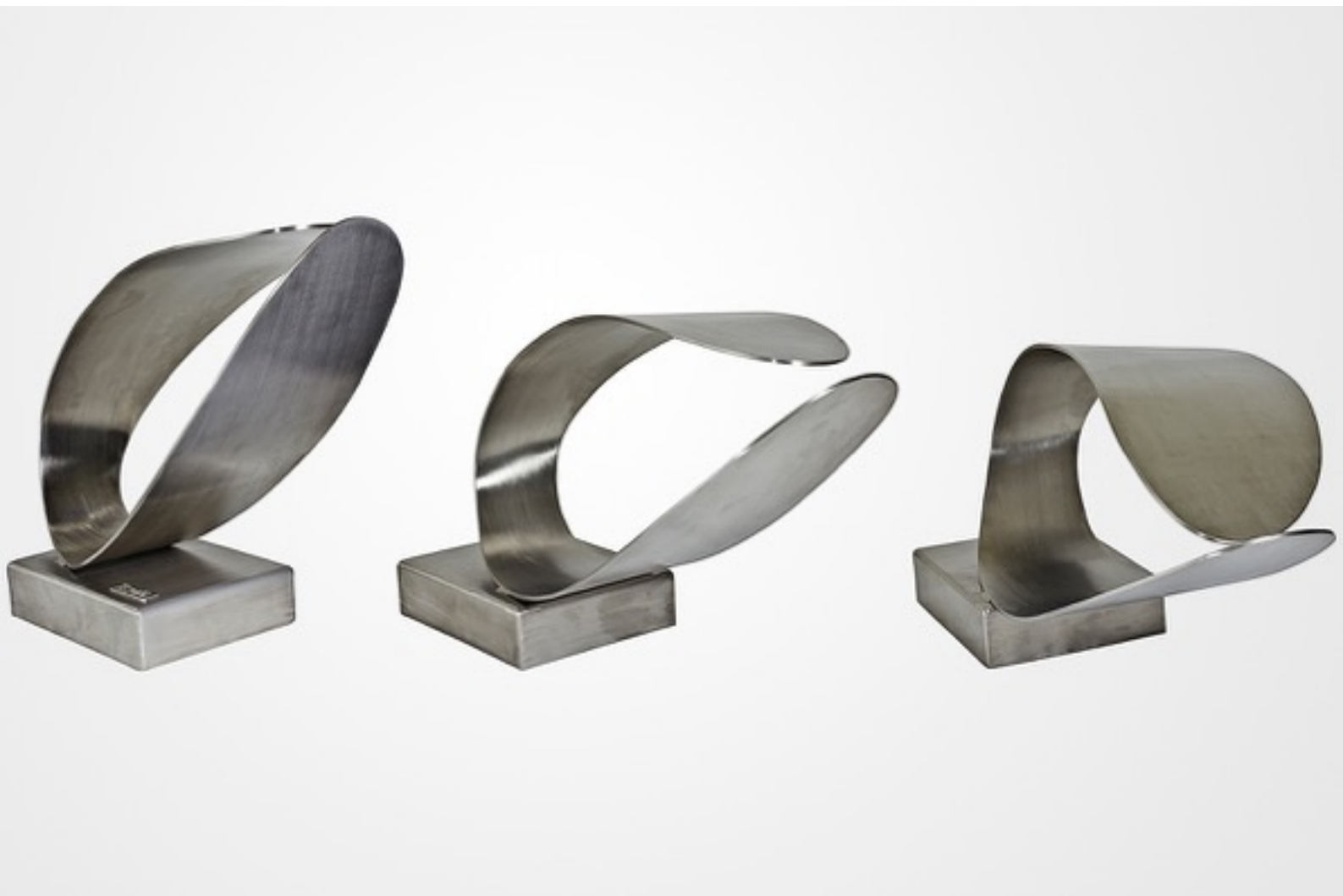






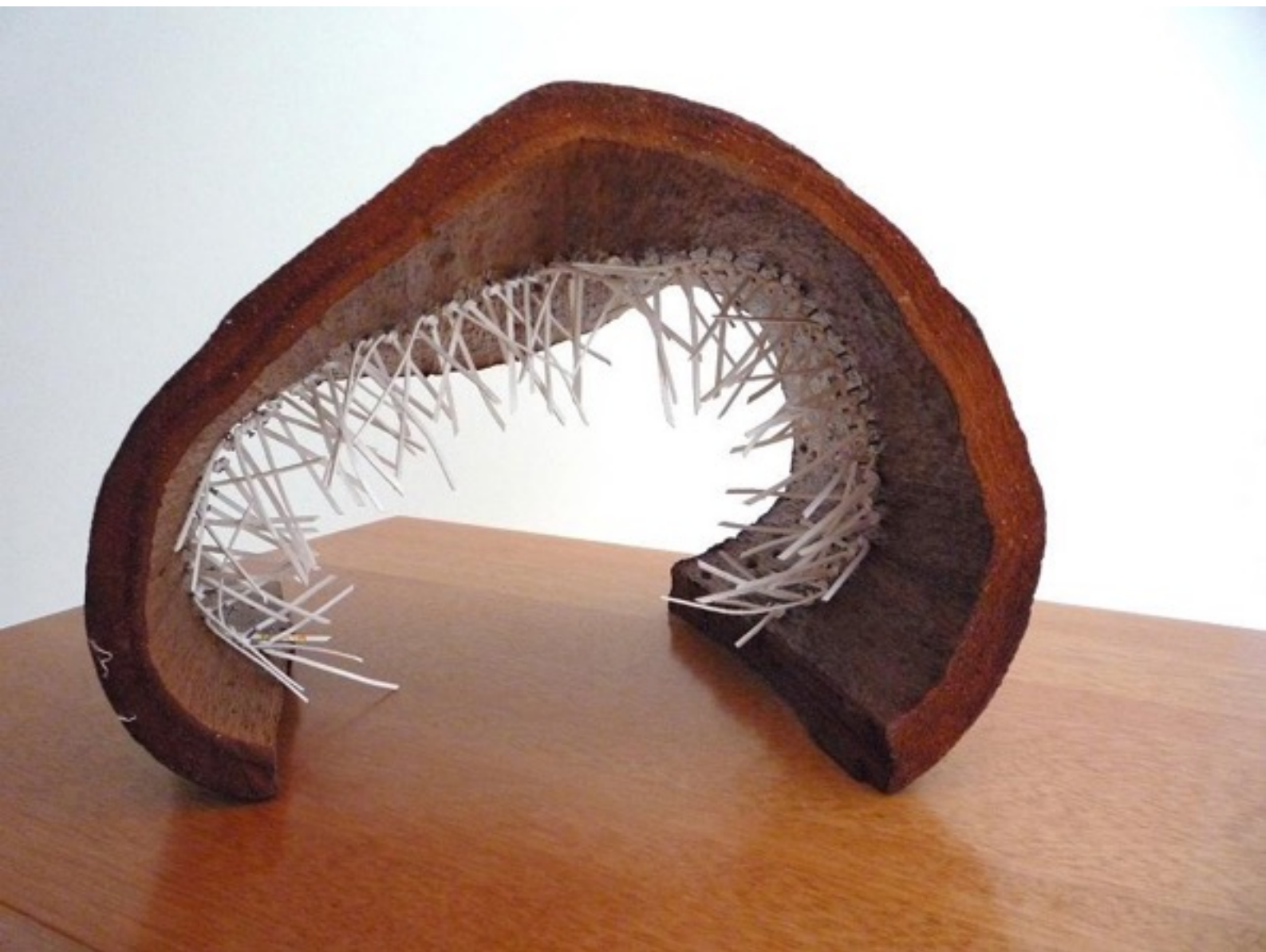
















<http://burn-in.at/shop/herkules-am-scheideweg-ii>







BURN-IN
gallery & think tank

Argentinierstraße 53 | 1040 Vienna | Austria
burn-in.at | s.dolzer@burn-in.at | +43 1 364 93 16