



GreenART creates impact

- internally | employees
- externally | clients, stakeholders
- globally | on society

THE ART OF SUSTAINABILITY

GreenART and the SDGs in the Spotlight of Art

GreenART is not a buzzword, but a serious concept that connects art, sustainability, and societal transformation. It stands for a new form of cultural responsibility that goes beyond aesthetics and makes art an instrument of global future-making.

The UN Sustainable Development Goals (SDGs) provide the strategic framework. GreenART translates these goals – from responsible consumption and climate protection to partnerships – into artistic formats that become visible, tangible, and open to discussion.

At its core are the axes of economy, ecology, society, and culture – all anchored in sustainability. Only their interplay creates the resonance needed for transformation. Japanese philosophies such as Wabi-Sabi, Kintsugi, and Ma reveal fascinating parallels: beauty in transience, fractures as sources of strength, emptiness as a resonance space for change.

This is where GreenART takes root – as an artistic stance that not only reflects transformation but makes it experientially real. GreenART embodies the vision of a better future: one in which economy, society, and culture do not compete, but take responsibility together. A future that begins in companies, resonates with employees, inspires clients, and ultimately connects societies worldwide.

BURN-IN carries this vision to Japan – as an invitation to shape transformation together.

Exhibitions such as *Silence of Being* and *White Shadows* in Vienna's traditional Gerngross department store have already shown how GreenART artistically negotiates societal themes. With up to 40,000 visitors per day, they sent a powerful signal: art can resonate far beyond the white cube.

These interventions were not isolated events, but impulses that linger – preparing the ground for the next phase. With the second mission to Japan, a new stage begins: an intercultural collaboration between Austria and Japan that makes GreenART and the SDGs not only a theoretical reflection but an artistic experience.

The real capital of BURN-IN lies in the outstanding artists of its portfolio – personalities who accompany transformation with empathy and artistic strength. BURN-IN navigates this process as a whole: between art and business, between aesthetics and responsibility, between local anchoring and global impact.



Art. Sustainability. Transformation.

#ArtTransfer

Art Shapes the Future

Since founding BURN-IN in 2009, I have poured my heart into the idea of art as a driving force for societal transformation. Art is inseparably linked with creativity – the very fabric of change. It opens new spaces for thought and action that resonate far beyond the art context.

The exhibition with Cordelia Lehmann-Reinthal illustrates this impressively: using the Raku technique, deeply rooted in Japanese culture, she interweaves Western–Austrian perspectives to create something entirely new. This cultural exchange demonstrates how art builds bridges – between countries, corporate cultures, and worldviews.

Japan and Austria share a mindset that understands art and sustainability as a societal responsibility. In Japan, philosophical concepts such as Wabi-Sabi, Kintsugi and Satoyama shape the view of nature, transience, and balance. In Austria, comparable ideas can be found in the Viennese Modernist spirit of freedom, in Freud's exploration of the invisible, or in Viktor Frankl's philosophy of meaning. Contemporary voices such as Konrad Paul Liessmann and Christian Felber continue this tradition. Different expressions – but the same core: transformation succeeds only when economy, ecology, society, and culture are considered together.

GreenART becomes a shared language – bridging tradition and innovation, local roots and global responsibility. For me, art is the catalyst for change. It creates spaces of resonance where sustainability becomes tangible rather than abstract. It strengthens companies in their positioning, institutions in their responsibility, and societies in their dialogue.

For BURN-IN, ArtTransfer means: art with concept, processes with structure, impact with integrity. It is my joy to now bring these approaches to Japan – and to develop projects with partners that demonstrate: Art Shapes the Future.



Sonja Dolzer | Founder of BURN-IN Gallery

BURN-IN Gallery.Agency

Sonja Dolzer has worked at the interface of business and art for almost 20 years. In her scholarly work *Return on Culture*, she examines the effects of art in organizations and regions, describing its long-term impact on society, enterprises, and communities.

With BURN-IN Gallery.Agency in Linz and Vienna, she established in 2009 a think-and-act tank for companies, municipalities, artists, and collectors. As a curator, she has been creating sensuous virtual and physical spaces of art and thought for more than a decade. Since 2020, she has staged exhibitions in atypical locations with the side effect of democratizing contemporary art.

Art for a balanced, cultivated world – the sustainable mission of BURN-IN. Disruptive since day one.



Dolzer & Partner OG

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Vienna Gallery.Agency
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+43 1 364 93 16 | art@burn-in.at



In the Spotlight: Cordelia Lehmann-Reinthal

RAKU as a Drama of the Elements.



グリーンアート
BURN-IN goes Japan.



GreenART 2025
When Art Shapes the Future –
a Mélange of Aesthetics and
Responsibility.

Transformation
What remains. What breaks –
Art as an Answer.
BURN-IN's Artists &
Their Interventions for the Future





Cordelia Lehmann-Reinthaller

Cordelia Lehmann-Reinthaller is a ceramicist and painter – but her true medium is fire. In her Raku sculptures, she combines an ancient Japanese technique with a European mindset, shaping a distinctive artistic language. Fire, smoke, and sudden cooling create surfaces between gloss and fissure, each piece a unique interplay of control and chance.

That these works are now being shown in Japan is more than a geographical transfer. Within the Advantage Austria go-international program of the Austrian Federal Economic Chamber and in cooperation with Meisterstrasse, BURN-IN will present selected works at the Expo in Osaka and the Kyoto Prefectural Palace in October 2025. This opens a dialogue linking aesthetics and responsibility – GreenART as a bridge between cultures, business, and society.



Biography

Cordelia Lehmann-Reinthaller, born in Vienna in 1959, first worked as a TV presenter and assistant to Prof. Oskar Luksics before studying theater studies, acting, and architecture. After the death of her husband in 1999, she turned to ceramics and continued her training in France. Since 1987, she has exhibited in Austria, Italy, and the UK, and in 2009 she undertook an expedition to Mongolia.

In 2017, she began her artistic work as a “wanderer between worlds.” Since 2018, her Raku works have been created in a kiln she developed in her Lower Austrian studio. She lives and works between Vienna and the Kamptal region.

Her figures address attitudes and existential experiences. *Come on!* opens its arms – a gesture of welcome, belonging, and invitation into the space of dialogue. In contrast, *Lady buttoned up:* buttons in unexpected places point to protection, secrets, and wounds – yet also to the possibility of opening. *The Old King* shows a body of power in the moment of self-questioning: the crooked crown, the burden of responsibility, and the awareness of mortality interweave dignity and fragility.

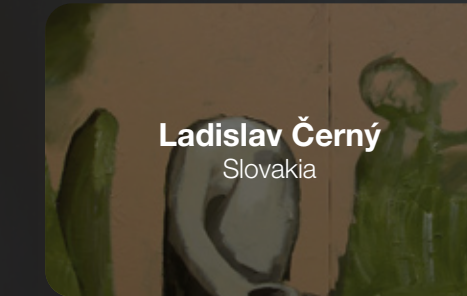
Between the closed-off Lady and the marked King emerges a field of tension that finds precise condensation in *Together*. The work focuses on the fragile space between closeness and distance – an image of trust and balance that resonates far beyond the private. *Musalek's Mélange* finally links Viennese coffeehouse culture and psychological reflection. Light and dark, delight and sorrow – the mélange becomes a metaphor of the soulscape, where dialogue and listening unfold as transformative forces.

In Kyoto and Osaka, these works form a tableau that understands ceramics as a language of humanity – etched into clay, memory, and time.



GreenART | Twelve Fragments – One Cosmos.

A top selection of BURN-IN artists – impressions that make diversity and transformation tangible.



Ladislav Černý
Slovakia



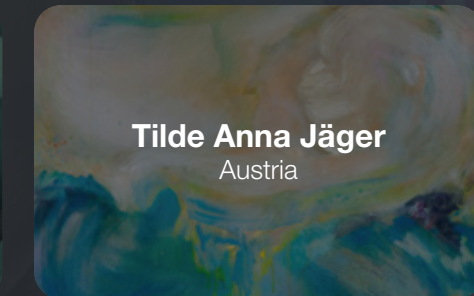
Susanne Guzei-Taschner
Austria



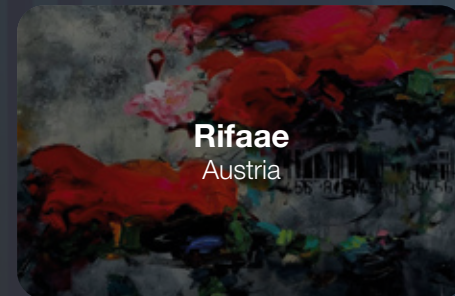
Nino Perrone
Italy



Aurora Cid
Spain



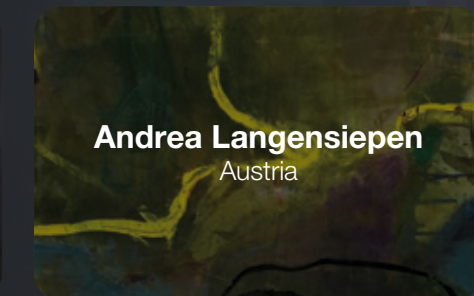
Tilde Anna Jäger
Austria



Riffaee
Austria



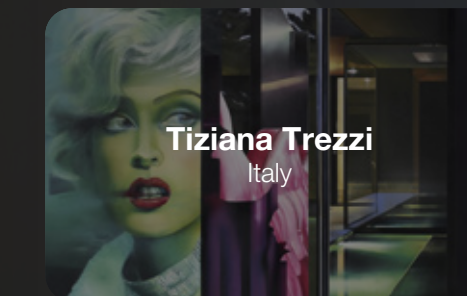
Richard Fischer
Germany



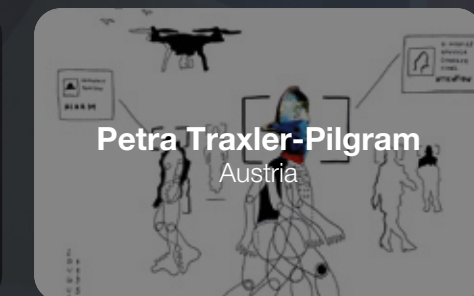
Andrea Langensiepen
Austria



Linda Steinhórsdóttir
Iceland



Tiziana Trezzi
Italy



Petra Traxler-Pilgram
Austria



Ellen Semen
Austria