

Art Therapy and Alternative Medicine

with Prof. Dr. Bernd Hallier and Marie-Christin Hallier

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Abstract

Prof. Dr. Bernd Hallier is the “designer” of the European Retail Academy. He always proved to be a personality displaying a real passion for transparency of the market and trends discovery, for promotion of the benchmarking in retail education and for one of the most internationalized markets, the Art market. Two years ago, we highlighted a wonderful new picture of Marie-Christin Hallier: “Antikomposition Kosmos” at Alanus University. We recently saluted the team’s international initiative - of Prof. Dr. B. Hallier and Marie-Christin Hallier - related to “Mental Health aspects: Art Therapy and Alternative Medicine”. Marie-Christin Hallier reminded us recently that Art Therapy has three options, and Self-Portraits in Art Therapy might be a first step for participants/patients to get an insight into himself/herself and might be followed by a second step: changing life.

Keywords: European Retail Academy, Art Therapy, Alternative Medicine

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A personality proving a real passion for transparency of the market and trends discovery

Prof. Dr. Bernd Hallier, an Honorary Member of the Romanian Distribution Committee, and distinguished Member of the Editorial Board of “Romanian Distribution Committee Magazine”, is the President of the European Retail Academy (ERA), Member of the Board of AIDA Brussels, and Member of the Astana Economic Scientists Club. Professor Bernd Hallier is the “designer” of the European Retail Academy (Romanian Distribution Committee has awarded Professor Bernd Hallier in 2006 the title of “*Designer of the Year*”), a virtual platform that brings more transparency about retail-research and retail-education and promotes

the international transfer of know-how between business and universities. European Retail Academy is the home of the European Competence Center for Vocational Training (for Retail) – EuCVoT, and its partners. Initiators besides ERA are EuCoCo and EUREMA - both EU-programs for e-learning and organizers of retail-events like ASPERO Kompetens/Sweden, Blue Events/CZ, Dublin Institute of Technology/Ireland and PROFAT/Lithuania. In his current or former positions (such as Managing Director EHI Retail Institute - former EuroHandelsinstitut, Chairman of the Advisory Board of EuroShop – world’s largest capital goods show in the retail sector etc.), Prof. Dr. Bernd Hallier always proved to be a personality displaying a real passion for transparency of the market and trends discovery, for promotion of the benchmarking in retail education and for one of the most internationalized markets, the Art market. It is worth to mention that, for example, Dr. Hallier was since 1985 Managing Director of EHI Retail Institute based in Köln, Germany (responsible especially for business units such as ORGAINVENT, FOODPLUS etc.), a well-known scientific institute having also well-known challenging publications (such as „Marketing Monitor“, „rt-retail technology“, „stores+shops“, „PR in Retail“, „Energy Monitor“, „POS Systems 2010“). He had significant participations abroad as a distinguished keynote speaker, at International Congresses and Scientific Symposia, including at *SANABUNA International Congress* (beginning with October 2011), being personally and successfully involved, for instance, in November 2010 in the three EU-Hearings of the Social Dialogue project “Establishing a European Network for Anticipating skill needs in the commerce sector”(a significant project implemented with the financial support of the European Commission; EuroCommerce, and Uni-Europa Commerce, supported by European Retail Academy). He has received numerous awards and diplomas in Germany, as well as abroad, including in Romania. Recently, Prof. Dr. Bernd Hallier was a Member of the Judging Panel of Asia-Pacific Retailers Awards 2014.



Prof. Dr. Bernd Hallier visited Romania for the first time in May 1998, on the occasion of the International Congress of AIDA Brussels. As we have remembered on other occasions, at the heart of our basic human experience there is our brain's ability to preserve or alter our memories, which are transformed each time we revisit them. Within this context, allow us recalling some challenging memories: the Volume "Sammler, Stifter und Mäzene des Handels" (Bernd Hallier); the Volume "Praxisorientierte Handelsforschung" (Bernd Hallier); the Volume "Kultur und Geschichte des Handels" (Hans-Jorg Bauer und Bernd Hallier); a Letter from Dr. Bernd Hallier to Theodor Purcarea, immediately after the International Congress of AIDA in Bucharest, in May 1998.





From “Antikomposition Kosmos” to Art Therapy and Alternative Medicine

On July 20, 2012, the Romanian Distribution Committee official website highlighted a wonderful new picture of Marie-Christin Hallier: “Antikomposition Kosmos” at Alanus University, while arguing (and recently remembering) that Marie-Christin Hallier’s way of artistic expression also means at least two things: Marie-Christin (Prof. Dr. Bernd Hallier’s daughter; please remember the Closing Statement of Prof. Dr. Bernd Hallier on the occasion of the First International Congress SANABUNA: <http://www.crd-aida.ro/activitiespartnership/sanabuna-2011/>) continues her family tradition of innovation and offering solutions in a world thirsty for ideas; what we have seen in 2011, in the Journal – albums from Hallier family library continue to flourish. And that is the real satisfaction (<http://www.crd-aida.ro/2012/07/wonderful-picture-marie-christin-hallier-antikomposition-kosmos-10-2-meters-alanus-university-bonn/>).

Knowing that team initiatives are results oriented, we recently saluted the team international initiative - of Prof. Dr. B. Hallier and Marie-Christin Hallier - related to “Mental Health aspects: Art Therapy and Alternative Medicine”. In Germany, due to rationalization under economic aspects, hospitals are becoming more and more specialized on segments of medical care. On the other hand, Mental Health has to go beyond separated body diseases. How can Art Therapy improve Mental Health? A new Foundation for Art, Therapy and Geomancy/Esoteric Feng Shui wants to help in interdisciplinary and intercultural dialogues (www.european-retail-academy.org/KTG). Marie-Christin Hallier reminded us recently that: Art Therapy has three options (just to analyze the causes of illness – or trying to influence the illness/patient – or like in palliative medicine to help to accept the destination); Self-Portraits in Art Therapy might be a first step for participants/patients to get an insight into himself/herself and might be followed by a second step: changing life!

This second step (“changing life”) underlined by Marie-Christin Hallier allows me to conclude on a personal note that I see here a powerful link with three quotes of Johann Wolfgang von Goethe: *“In art the best is good enough”*; *“Knowing is not enough; we must apply. Willing is not enough; we must do”*; *“In the realm of ideas everything depends on enthusiasm... in the real world all rests on perseverance”*. And I am convinced of the perseverance of Marie-Christin Hallier, within the well-known best tradition of the family, in applying Goethe’s teachings.



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A M B A S S A D O R

Bernd Hallier
Head of the
European Retail Academy

Bernd Hallier, ambassador #FoodSavingBEC



Bernd Hallier, Head of the
European Retail Academy,
Ambassador FoodSavingBEC,
Bocconi Expo2015
Competition

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by UniBocconi on November
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www.youtube.com/watch?v=Mus7Wz5xUsw