**The Art of Corporate Social Responsibility: Governing with Aesthetics**

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**Abstract**

Effective governance of CSR depends on recognising the aesthetic dimensions of CSR and that of the corporate personality itself. The modern business corporation is aesthetically projected through logos, trademarks, websites, marketing, the presentation of products and services, stylish offices, company uniforms and other aesthetic artefacts. Aesthetics has particular salience in CSR for influencing, and sometimes misleading, public opinion about corporate environmental performance. The green illusions of business communications create difficulties for regulation, which is better suited to disciplining discrete, misleading statements about retailed products or trademarks rather than tackling the broader aesthetic character of business and the marketplace. Counter-aesthetic strategies of dissident artists can inject a subversive narrative that can help to unmask these green illusions.  Although the history of such tactics suggests they probably have only a modest effect in challenging corporate deception, the law can assist by protecting the public sphere for aestheticised discourse and activism.