

Introduction

In this experimental section, we offer our readers a «virtual space» for considering different perspectives on business culture. Each issue will develop a single theme as a **multimedia workshop** with interacting images, sounds and texts in order to show the **plurality of viewpoints**, that characterizes business culture. In making use of an array of multimedia sources, our aim is not to arouse emotions nor to teach something. To quote Professor Augusto Pieroni, History of Photography at Universita «La Sapienza» in Rome, we will simply try to «make sense of them».

Viewpoints will be an «open» section with each workshop theme running parallel to other subjects, or even intertwining with them. Finally, the structure of each workshop may change as **Culture e impresa** develops in future issues.