



Museums, Cultural Institutions and Health

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Three Questions to start with

1. Have you ever had a meaningful art experience?
2. Why this experience was meaningful?
3. Would the same experience be possible for a person who is living in a hospital, in a senior's home, in a prison, in a children's home?

How to offer art experiences to persons who due to their condition don't have access to traditional services at cultural institutions?

Metropolia in brief

- A multidisciplinary university of applied sciences, the largest in Finland
- operating out of Helsinki, Espoo and Vantaa

Four fields of study:

- Culture
 - Business
 - Health Care and Social Services
 - Technology
-
- 16,700 Students
 - 2,290 Bachelor's and 210 Master's graduates
 - Staff 1,200



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Cultural Management Degree Programme

- trains production personnel for cultural duties in private, public and third sector organisations and productions
- International Study Module in English once a year
- around 110 BA Students and 10 MA Students

Cultural Manager

Bachelor's degree, four years, 240 credit points,

Master's degree, one year, 60 credit points

Cultural Management Degree Programme

Multidisciplinary courses and projects, for example:

Culture and Health, 3–30 ECTS

- joint courses for cultural managers and nurses, social workers and therapists both in BA level and in adult education continuing studies in collaboration with the Unit of Welfare and Human Functioning

Culture Innovation Project, 10 ECTS

- practical project in a multidisciplinary team to develop new practical, creative and innovative solutions and services that meet the need of the surrounding society
- aims at creating new value in the work life (co-operational skills, proactiveness, expertise in multidisciplinary work, project work and evaluation)

the project team consists of the tutors and the customer

Museums, Cultural Institutions and Health

1. Culture and Health

Definitions

2. Culture, Health and Practices

Forms and Collaboration

3. A Meaningful Art Experience

Customer and Benefits

4. Future

Questions, Challenges and Suggestions

1. Culture and Health

Definitions

Culture

”Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.”

(Universal Declaration of Human Rights, Article 27, 1948)

Health

“...is a complete state of physical, mental and social wellbeing, not merely an absence of disease or infirmity.”

(The World Health Organization 1946/1948)

Culture and Health on the Societal Level

Case Finland:

“Art and Culture for Well-Being 2010–2014”

The strategy proposed 18 different action proposals:

- 1) legislation, administration and funding
- 2) cooperation between the public, private and third sectors
- 3) research and the knowledge base
- 4) education and training
- 5) information

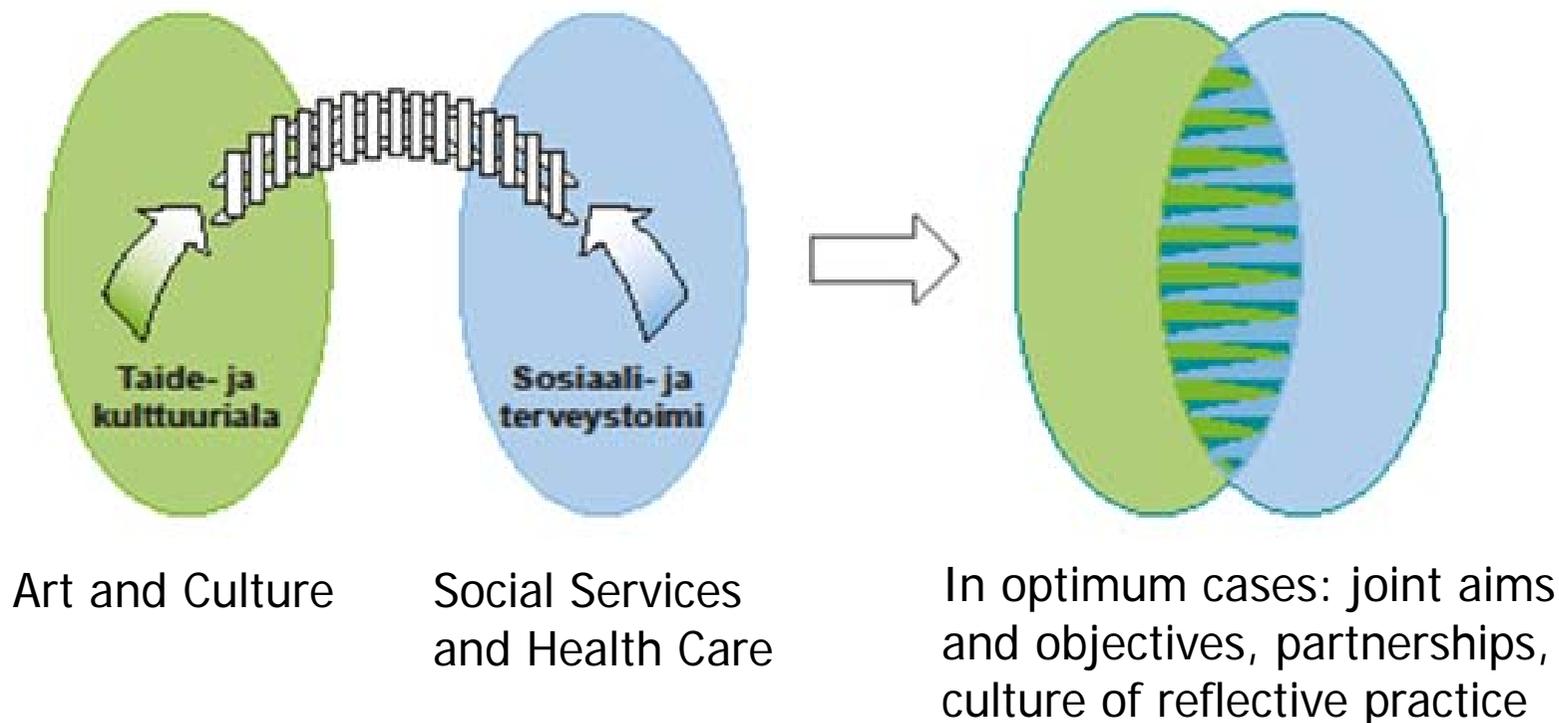
(Liikanen 2010)

English Summary available at:

<http://www.minedu.fi/export/sites/default/OPM/Julkaisut/2010/liitteet/OKM9.pdf?lang=fi>

Culture and Health on the Institutional Level

An intersectoral and multi-professional field



Culture and Health on Individual Level

An Experience

Entertainment

A Hobby

A Leisure time Activity

Social Habit

Social Capital and Cohesion

Empowerment

Therapeutic Experience

A Healing Process

Consuming Culture

Employment

A Mixture of different Paradigmas

Do we talk about:

Culture and Health

Art(s) and Health

Arts for Health

Culture, Health and Wellbeing

Cultural Wellbeing Services

Please Note:

We are NOT talking about Art therapy!

Here:

Culture in the Context of Wellbeing

Several Discourses

For example:

1. the wellbeing discourse of instrumentalisation of art
2. the discourse of artistic freedom and pure autonomy of art
3. the business orientation
4. the societal discourse

(Rönkä & Kuhalampi 2011)

5. the discourse of encountering/receiving

(Strandman 2013)

2. Culture, Health and Practices

Forms and Collaboration

Culture in the Context of Health

How to offer art experiences to persons who don't have access to services at cultural institutions but who are living permanently at care settings?

The most traditional forms:

- Performances
- Presentations

Also:

- Artist-in-Residence Programmes
- Participatory and user-led Projects
- Community Art Projects
- (Interior) Architecture and Environment
- Art through New Technology and Social Media
- Services of Artothoteque at care settings

Cases – A Performance

Musique & Santé (1998), Paris

- working for the development of live music in hospitals and institutions for disabled persons
- professional musicians work in healthcare units at the patients' bedsides, in workshops, or organise concerts -> the audience is the care and medical staff as well as the families
- actions, training sessions, research, and mediation
- doing *with* and doing *for*

<http://www.musique-sante.org/>

Travelling Exhibitions developed by museums

A Cup of Coffee, please! (2003)

- 12 cups to be used, Design Museum, Helsinki
(www.designmuseum.fi/en/,
www.designmuseum.fi/opetus/tyopajat/kupillinen-kahvia-olkaa-hyva/)

Art Refreshes the Mind (2005)

- art, stories, music and visual expression - builds bridges between observations and images to old people's own personal experiences, Espoo Museum of Modern Art
(www.emma.museum/en)

In a House of Memories (2013)

- targeted for elderly citizens living at care settings
- based on interactive participation, accompanied by a virtual visit to Hämeenlinna Historical Museum,
(www.hameenlinna.fi/Kulttuuri/Museot/Historiallinen-museo/)

Case – Art in Hospital

ORTON Orthopaedic Hospital and Gallery (2001),
Helsinki

- Art collections at the premises (donations, deposits)
- A Sculpture Park
- 10.000 Art Works to Hospitals Project

Gallery Orton

- Changing Exhibitions; The Artist of a Month
- Professional Curator

Cultural Practitioner in the Context

- multiple different professions in the context – also professional traditions and paradigms
 - > the challenge and possibility of **mutual dialogue**

The practitioner is usually in an intermediating position, in the role of a facilitator

Or in the role of:

Producer? Secretary? Mediator for Participation?
Co-Production Activator? Entertainer?
Entrepreneur? True Creator, Key Player?

Or offering expertise which might not be known or recognized yet...?

Culture-Based Wellbeing Services

- *What is wellbeing?*
- *Whose wellbeing?*
- *Who defines it?*
- *Who makes the decisions?*

Case:

Pia Strandman

Art-Based Service for a Health Care Unit

(Aalto University, School of Art and Design/Faculty of Art, 2013)

- Keywords: art experience, borderline area of art between art world and health and social care, co-planning, art-based service Augmented Service Offering; art paradigm

Arts-based Service Concept for Care Units *(Strandman 2013/Grönroos 2007)*

THE SUPPORTING SERVICES

*lectures and information on art, art programmes and exhibitions, visits and workshops given by artists, guided visits to art museums, other art forms and performances

THE FACILITATING SERVICES

*information material, art workshops, artistic sessions, directions and ideas for use

THE CORE SERVICE

The Art Museum:

*art expertise, administration, logistics

Customers/Residents:

*from stimulation to relaxation, imagination and freedom

Staff of care units:

*functional, accessible, useful, multipurpose, clear, safe, durable

“Moments”
(5 paintings)

“Open Story”
(6 photos)

“Human Lot”
(3 sculptures)

Culture for All

Information and support to cultural operators

The Service was launched in 2003 and was run by the Finnish National Gallery until 2013. Now run by an association and supported by the Finnish Ministry of Education and Culture.

Operates nationally in the field of art and culture:

- to offer information and support to cultural operators on questions connected with accessibility and diversity
- collaborates in development work towards the inclusion of diverse audiences not only with art and cultural institutions but also with different audience groups.

Accessibility of a Service is important

- A welcoming and open attitude to diversity is the key to developing better services
- An awareness of diverse audiences is required during all stages of planning, financing and production.

Some points to consider when improving accessibility:

- ✓ Attitudes
- ✓ Accessible communication
- ✓ Accessible pricing
- ✓ Accessibility of the built environment
- ✓ Sensory access
- ✓ Intellectual access
- ✓ Social and cultural access
- ✓ Policies and action plans

3. A Meaningful Art Experience

Customer and Benefits

Benefits of Cultural + Health Activities for cultural institutions

Cultural Institutions:

- new customers and target groups
- new working methods
- new partners
- visibility

Benefits of a Cultural Product for Individuals

Consumer experiences of museum/exhibition visitors:

1. Sensibility

poignancy, perplexity, refreshingness

2. Progress

creativity, expertise

3. Corporality

movement, sensuality

4. Fellowship

connectedness to publicity, divisibility

Impact on a person's wellbeing

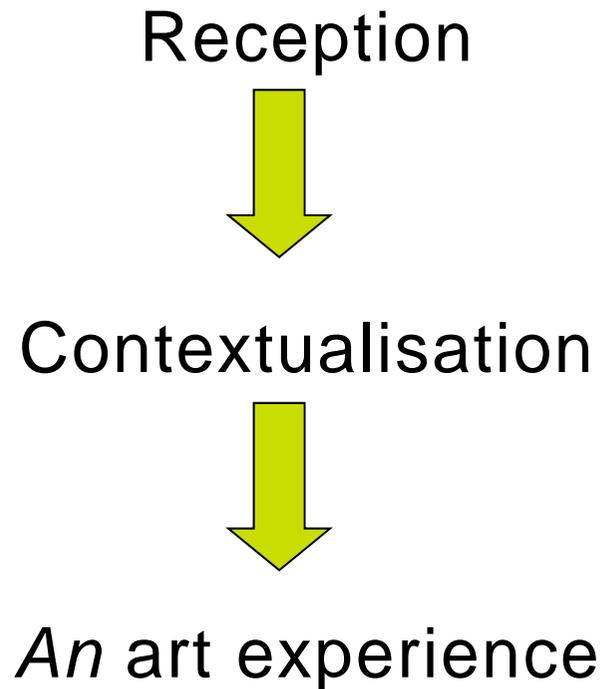
Four Elements in the Art and Cultural Activities

1. Art provides meaningful (aesthetic) experiences
2. People in contact of art usually express better self-rated health and feel they are leading a more satisfactory life
3. Artistic activities create communality and networks, giving one better control over one's life
4. Art makes living and working surroundings more enjoyable and attractive

(Liikanen 2003)

Culture and Health on Individual Level

A meaningful Art Experience



(According to Räsänen 1997, 2008; see also Dewey 1980)

Everyone makes his/her own experience

Customer, client, patient,... or participator?

- every perceiver is an active agent and makes his/her own experience
- the value of a cultural service and related experiences is not determined beforehand, but produced in on-going negotiations in which different actors take part

(Ahola 2007)

“The Discourse of Receiving”

> freedom and the right to choose and define one's own art experience and its benefit.

(Strandman 2013)

4. Future

Challenges, Questions and Suggestions

Challenges in Arts and Health projects

- Clear, focused aims and objectives for health
- Strong and responsive partnerships
- Sustainable funding
- A culture of reflective practice, learning and critique
- A criteria for quality in arts practice/products
- A programme of education and training activity

(Kilroy, Garner, Parkinson, Kagan & Senior 2007)

Skills and Competencies for the partners

- skills to facilitate, cooperate, communication skills
- participatory and user-led approach
- interdisciplinary and multidisciplinary team, co-creation process
- high quality
- understanding of illness and weakness of a patient
- legislation issues, ethics, true dialogue

Beneficial arts and health projects are based on strong and responsive partnerships with a culture of reflective practice and learning

Megatrends for Future? 10 Suggestions

(Cultural Manager 2020 A joint Project of Cultural Management practitioners in Finland)

- ✓ Nourish all senses,
- ✓ Slow down and downshift,
- ✓ Provide surprising collectives,
- ✓ Build augmented reality,
- ✓ Find new possibilities using new technology,
- ✓ Globalization and localization penetrate everywhere,
- ✓ Precarious, project based work becomes a typical way of working
- ✓ From value chains to co-producing,
- ✓ Fragmentation of consumers into several interest groups,
- ✓ City as urban playground

Suggestions for Arts/Culture + Health

1. All activities to be based on a multi-professional and inter-sectoral collaboration - and **a true dialogue**
2. A criteria for quality in all professional practices
3. Promote innovations and keep the approach wide: From business people and service developers to social workers and health professionals, in addition to artists and cultural practitioners
4. **Co-production** process in each step!
5. **Customer** in the center! A participatory and user-led approach.
6. Joint research activities between the partners -> professional roles, entrepreneurial models, funding challenges

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Expertise and insight

for the future

THANK YOU!

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