



Consulting Service: Webinar Series

Visual Art Exhibits in Healthcare Settings

Presented by Annette Ridenour and Lillian Fitzgerald

6.9.2010

The Society is grateful to the National Endowment of the Arts for its support of the Consulting Service, which strives to provide affordable assistance to organizations wishing to establish or advance the arts in healthcare.

Building an Exhibition Program through Developing Community Partnerships with Museums and Cultural Organizations

by

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Who Are Your Community Cultural Organizations?

- Fine art museums, photography museums
- History museums
- Museums of natural history
- Science and technology museums
- Operas and music conservatories
- Symphonies, chamber music societies
- Aquariums
- Professional theatre organizations
- Community artist-in-residence organizations
- Children's museums



Who Are Your Community Cultural Organizations?

- Artist guilds, painting guilds
- Watercolor societies
- Ceramics societies
- Sculpture organizations
- Woodworking organizations
- Model clubs
- Art glass guilds
- Fiber art groups (weavers and quilters)



What Can They Provide?

- Changing arts exhibits
- Long-term art installations
- Performance installations
- Educational exhibits, permanent and temporary
- Educational programming for patients and staff
- Hands-on art-making activities
- Live performances
- Streamed-in performances



Important Facts

- 95% of museum collections are stored in their vaults.
- Most museums have exhibits and works available for loan (both short and long term).
- Hospitals and medical centers have public spaces where exhibits would have enormous exposure and provide valuable marketing and public relations for a community cultural organization.



How to Get Started

- Locate gallery or exhibit space within your institution. Decide on the desired nature of your program. Ensure that there is adequate space for viewing and circulation
- Ensure space has adequate lighting.
- Identify and discuss a hanging/display system.
 - Display cases
 - Changeable hanging system (e.g., Walker)
 - Wall finishes: paint, wall covering, sisal
- Find out the number of visitors to your institution each year.



How to Get Started

- Decide on who will curate the art exhibits.
- Decide on how often shows should be changed.
Quarterly, semi-annually
- Find out if medical center can insure the works.
- Decide on whether art will be for sale or not. If so, who will manage the sales, maintain bookkeeping, and pay art group?
- Discuss access for hanging, loading, and unloading.
- Discuss opening events, press, and marketing, both internal and external.



How to Get Started

- Put together a budget for improvements to space to create gallery space, cost of hanging, and arts administration time.
- Visit your foundation to see if they have a donor to fund the program (corporate or private) or if they have unrestricted funds to get started.
- Brainstorm on special event possibilities for funding.
- Investigate grants.



How to Get Started

- Research and visit your local cultural organizations.
- Narrow down which ones you are most interested in partnering in.
- Prepare a proposal for senior leadership outlining your desired partners and costs (hard and soft) for the program and the advantages for the medical center. Get proposal approved.
- Decide on how you will evaluate the program (questionnaires, observation).



How to Get Started

- Make appointments with your desired community organization partners.
- Pitch them on the great opportunity for exposure and marketing.
- Talk them about appropriate exhibits for healthcare institutions.
- Talk to them about their responsibilities and obligations for the partnership.
- Express what the medical center will do in return.



Implementation

- Draft a letter of understanding agreement outlining each persons responsibilities and obligations.
- Sit down with a representative of the legal department from the organization for modification and approval.
- Send to partner institutions for their legal representatives to approve – let attorneys talk.
- Develop a calendar for exhibits.
- Put someone in charge of the exhibit program.



Evaluation

- Develop an evaluation strategy from the beginning.
- Meet with the research team from the medical center to determine what you are allowed to do without an IRB.
- Get their assistance in the design of the evaluation program.
- Get appropriate internal approval before beginning.



Children's Hospitals and Clinics of Minnesota

- Healing Arts and Urban Renewal Project
 - Established by a visionary Board Member while designing a large addition to the Hospitals
 - An original advisory board made up of leaders from the community cultural organizations
 - Spent one year visioning potential programs
 - Program includes a large visual arts program, created through a state wide call for artists
 - Over 500 works of art all original commissions
 - Program is funded 100% through philanthropy



Children's Hospitals and Clinics of Minnesota



MacPhail
CENTER FOR MUSIC



Minnesota
Children's
Museum
Smart Play



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Children's Hospitals and Clinics of Minnesota

- Children's Theatre Company (CTC) exists to create extraordinary theatre experiences and to advance theatre as a means of educating, challenging, and inspiring young people.
- Brings full and abridged professional productions, performed in the hospital's theater and streamed live to patient rooms.
- Infuses the energy and healing power of the arts into the hospital setting .
- CTC's Theatre Arts Training students perform scenes and interact with teen patients and siblings, while teaching artists from a variety of theatrical disciplines will offer workshops to enhance the performances.



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Children's Hospitals and Clinics of Minnesota

- COMPAS strengthens people and communities in Minnesota by engaging them in creating art.
- Partnership will provide artist-in-residency activities in playrooms and waiting rooms, send artists to patient rooms, and produce offer performances in the theater that can be streamed live into the patient rooms
- Poetry, puppetry, music, drumming, dancing, storytelling, songwriting, and visual arts



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Children's Hospitals and Clinics of Minnesota

- MacPhail Center for Music is the region's best center for music education, inspiring and connecting students and the community through the transformative power of music.
- MacPhail's work at Children's includes the creation of an early intervention program that uses music to enhance the physical, mental, and emotional development of premature infants.
- Improves the development abilities of the child, gives the whole family the benefit of greater health and wellness

MacPhail
CENTER FOR MUSIC



Children's Hospitals and Clinics of Minnesota

- The Minneapolis Institute of Arts is one of the leading fine-art museums in the country.
- Provides Children's with a program called "Art Out of the Box"
- Will include activities brought to the patients in their rooms and to families in public areas
- In phase one, the project concept and design will be evaluated.
- In phase two, art developed in this program will be rolled out in the Emergency Department, Oncology, and patient rooms and will be exhibited in the new Children's Gallery.



**MINNEAPOLIS
INSTITUTE OF ARTS**



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Children's Hospitals and Clinics of Minnesota

- Minnesota Children's Museum is dedicated to providing children with a fun, hands-on, and stimulating environment to explore and discover
- Designs and builds unique areas for children from toddlers to 10-year-olds
- Nationally known for designing and creating environments that encourage discovery, curiosity, and education, the Children's Museum will transform play rooms, family resource centers, sibling play areas, and waiting areas into experiences.



Children's Hospitals and Clinics of Minnesota

And what will we measure?

Reduction of pain and anxiety

Increased relaxation

Patient and family satisfaction

Improved sleep

Improved weight gain

Experience of waiting time



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Children's Hospitals and Clinics of Minnesota

And how are we funded?

- Partial funding from community corporate grants
- Foundations of both the hospital and the arts organizations working together on fundraising events and funders
- Hospital seeded funding for the program development



The Medical Center as a Cultural Institution

- Since word has spread throughout the community about these new community partnerships, other major cultural institutions are starting conversations about participation.
- Cultural institutions are looking to the Hospital to bring new clients to their institutions, increase visibility, share public relations and fundraising strategies, and share in research and evaluation on the positive characteristics of their art disciplines.



Future Possibilities

To quote Donald M. Berwick:

*“I think they may be reminding us of first principles – the meaning and purpose of care, itself. They may be reminding us of what we ‘really, really’ want when, in our pain and fear, we reach to the professions and their tools to help us, and, equally important, reminding us of what the professionals, themselves, ‘really, really’ want to offer, through their skill and will, to the people who depend on them. Maybe, just maybe, a new idea gestates in the lovely book: **not that art can serve healthcare, but that healthcare can serve art.**”*

Forward to *Transforming Healthcare through the Arts.*



Thank you.

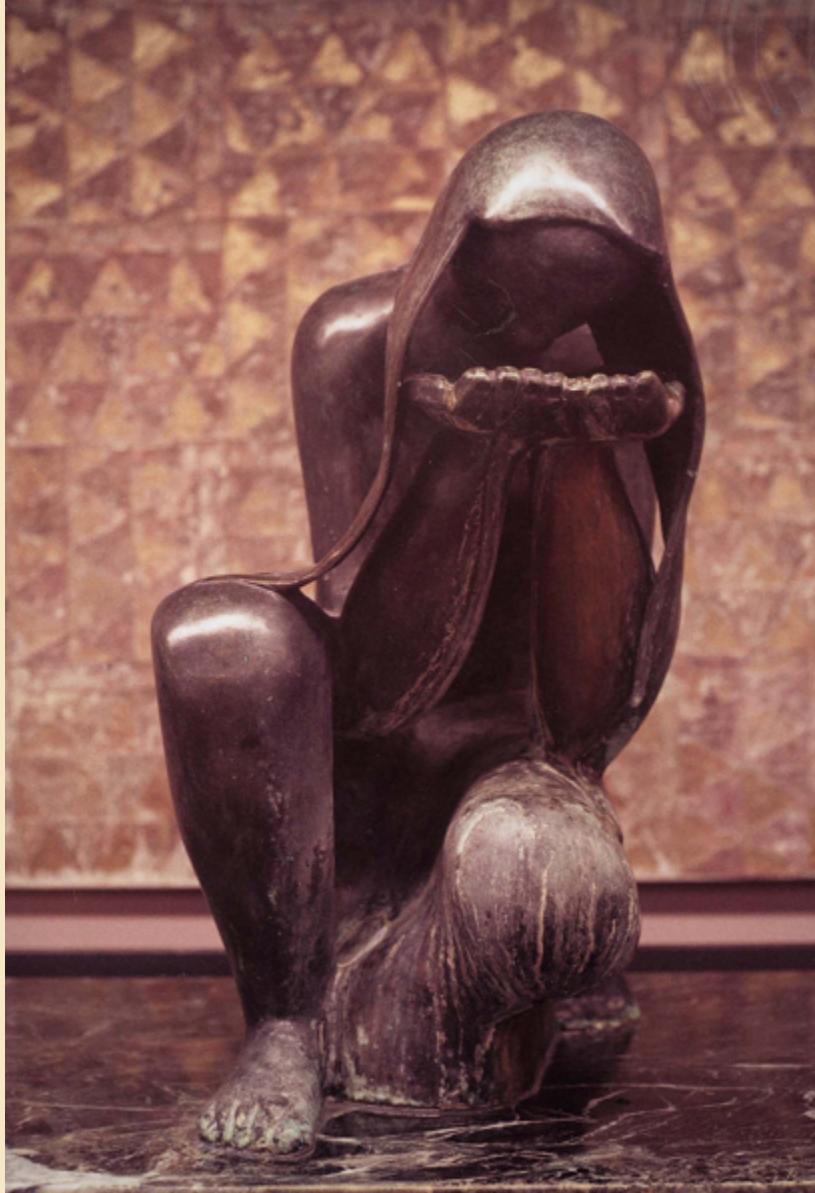
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National Institutes
of Health (NIH)
Bethesda, MD

Martha Jefferson Hospital
Charlottesville, VA

Lillian Fitzgerald, Director
Fitzgerald Fine Art

















*I consider art a
medical tool.
NIH's art program
is a wonderful thing
it can instill hope and
offset grief.*

Dr. Robert Young,
1991

















Clearly art can improve the environment. Whether or not a beautiful environment links to a quantifiable improvement in health remains an issue to be resolved but it seems intuitive that a positive link is likely.

John I. Gallin, M.D.,
Director, Clinical Center NIH



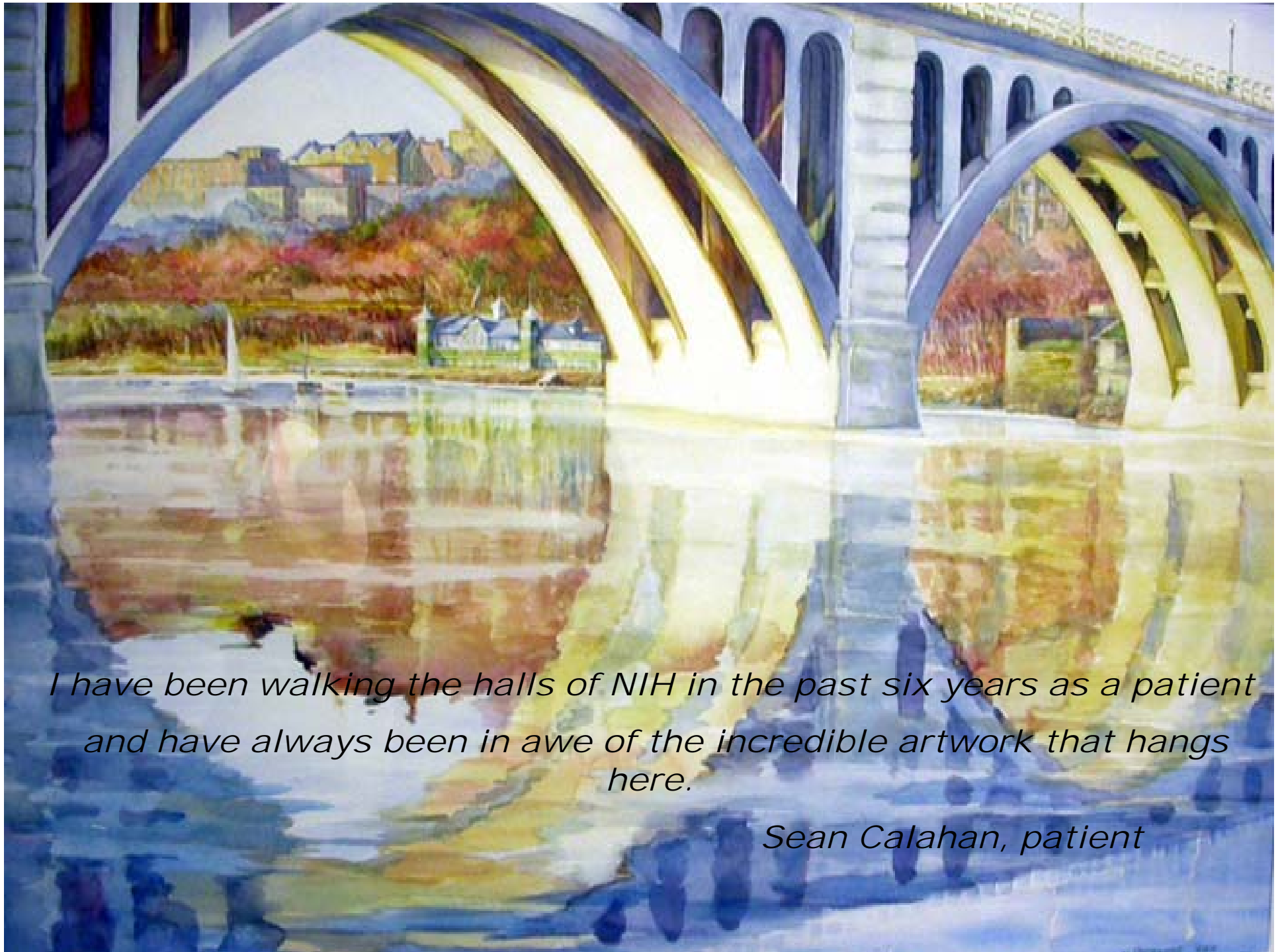




The effect in sickness of a variety of beautiful objects, is hardly at all appreciated ... brilliancy of color in the objects ... are actual means of recovery.

Florence Nightingale, 1859



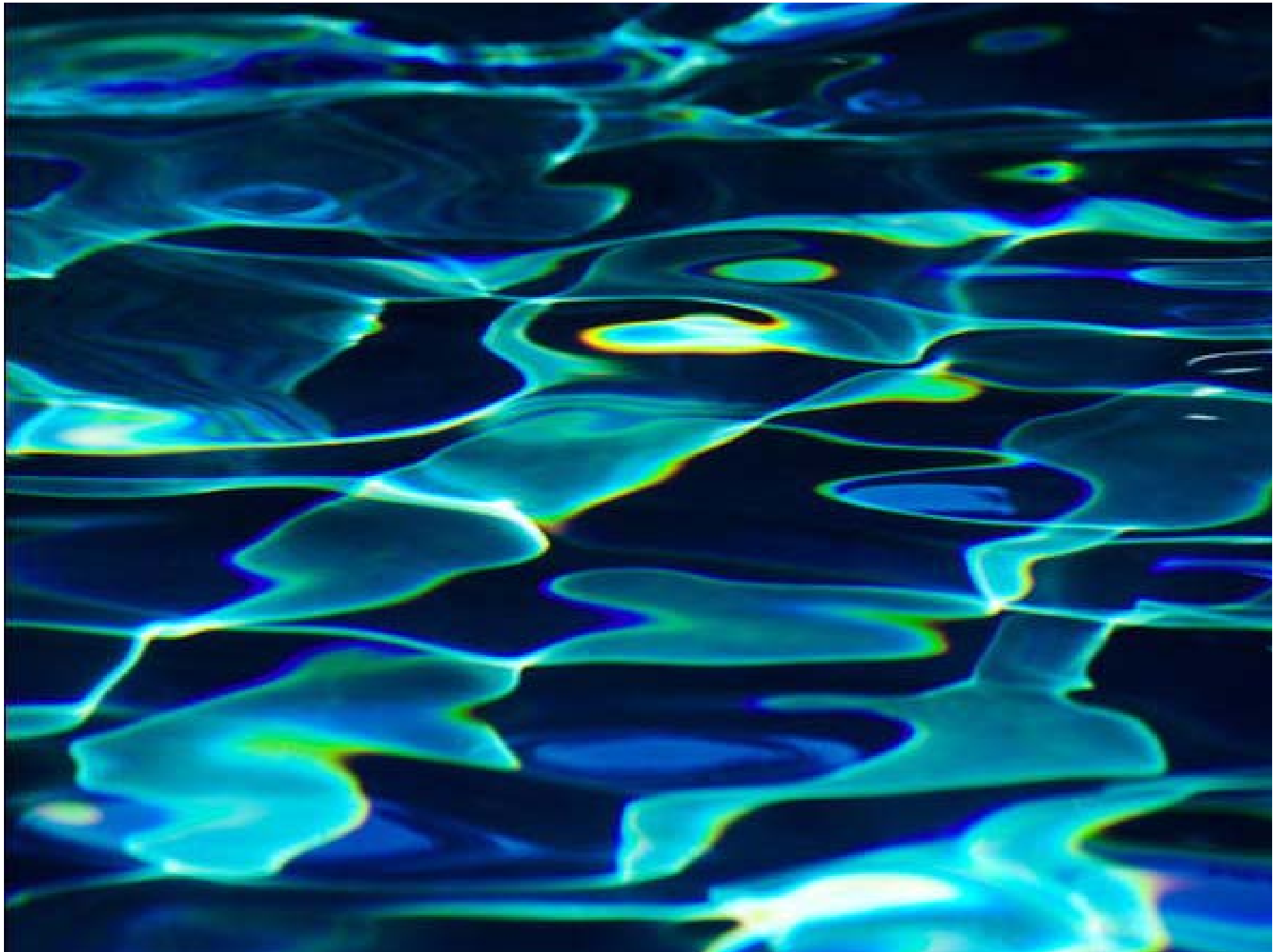


*I have been walking the halls of NIH in the past six years as a patient
and have always been in awe of the incredible artwork that hangs
here.*

Sean Calahan, patient







いのちが一番大切だと
思っていたころ
生きるのが苦しかった
いのちより大切なものが
あると知った日
生きているのが
嬉しかった



At the time when I thought
that life was most important
life for me was
unbearably hard

The day when I realized
there is something
more important than life
I was glad to be living









