

**Culture
seriously
benefits
your health**

Do you want to prove it?



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📷 *Goya in a Hospital?* exhibition at the Miguel Servet Hospital (Zaragoza, 2021)



Culture seriously benefits your health

At Cultura en Vena we strive to improve people's lives by injecting culture into places it doesn't usually reach. We take art and live music to healthcare settings and areas at risk of depopulation, and we promote research into the effects of arts interventions on health and well-being. We are striving to create a new sector of activity where culture and health are integrated to benefit patients, health professionals, rural communities and artists, through both physical and online formats.

📷 *Goya in a Hospital?* exhibition at the Puerta de Hierro Hospital (Madrid, 2021)

Culture in healthcare settings

Scientific research carried out in recent years has demonstrated that arts interventions can help to improve health and well-being on a psychological, spiritual and physical level. There is evidence that the arts have a positive impact on patients, families and health professionals, and they are therefore a tool to bear in mind in recovery and convalescence processes. The visual and performing arts reduce stress levels, improve state of mind and minimise the perception of pain.

📷 *Goya in a Hospital?* exhibition at the Puerta de Hierro Hospital (Madrid, 2021)



Culture in rural environments

Culture and arts interventions in rural environments have a positive effect on the health and well-being of the residents of these areas because they provide opportunities for socialising and prevent unwanted solitude, a genuine public health problem. They have the added benefit of driving change because they encourage the social and economic reactivation of communities at risk of depopulation. Plus, they strengthen the local identity by promoting the character and values of the community, and they invite us to rethink the paradigm of rurality as a solution for urban communities.



The arts provide a recognised way of reducing loneliness and social isolation, particularly among people living in rural areas.

HEALTH EVIDENCE NETWORK.
WORLD HEALTH ORGANIZATION. REGIONAL OFFICE FOR EUROPE



📷 *Goya in a Hospital?* exhibition in Fuentetodos, (Zaragoza, 2020)

Generation of employment: call for cultural mediators

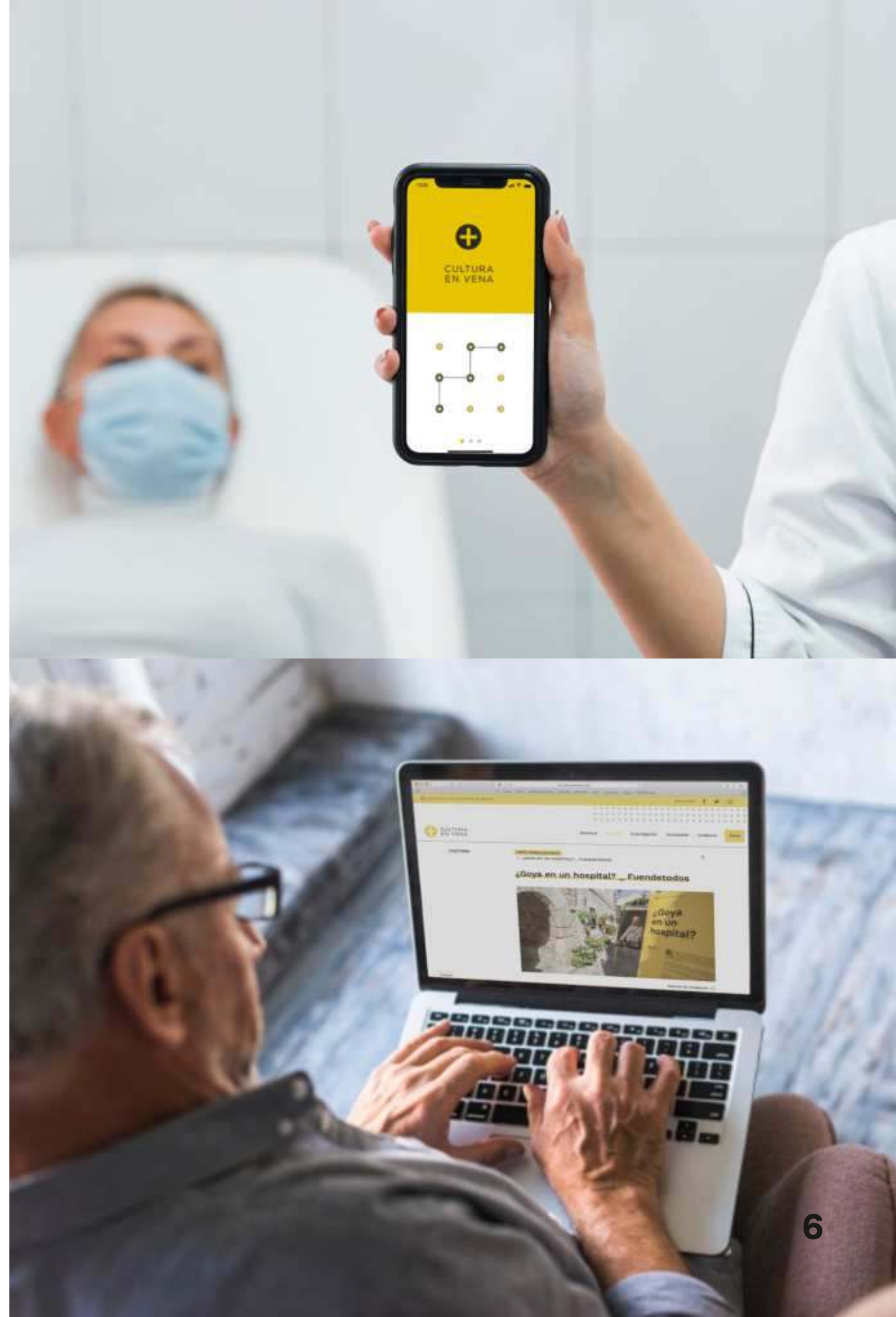
The mediation activities facilitate access to contents, creating links between new audiences and culture as a vehicle for improving their health and well-being. Cultura en Vena has launched a call for cultural mediators to generate employment among the professionals in the sector who either live in or have a connection with the communities where the activities are carried out. We give them training on the role of culture in improving the physical, psychological and spiritual health of patients and rural communities.

📷 Cultural mediator explaining *Goya in a Hospital?*, Pancrudo (Teruel, 2021)



Online activities

Cultura en Vena has a [website](#) with lots of contents that are updated constantly. This [channel of digital communication and mediation with our audiences](#) is vital for ensuring access to contents for people with reduced mobility, for scaling the project and for overcoming situations of restricted access to hospitals. We aim to [promote the live experience of culture with permanent contents](#), generating [employment for artists](#), [measuring the impact of arts interventions on health](#), and [promoting scientific research in this field](#).





Institutional framework

In recent years thousands of clinical studies have furnished scientific proof about the positive effect of culture on health. Between 2019 and 2020 a European and Spanish institutional framework has emerged recommending the implementation of arts interventions in healthcare policies and emphasising the role of the cultural industries in promoting the health of citizens. This legitimises the creation of a new and highly productive sector of activity: culture and health.

📷 *Goya in a Hospital?* exhibition at the Puerta de Hierro Hospital (Madrid, 2021)

“ Europe must support the development of long-term policies to harness synergies between the health and arts sectors, therefore creating an evidence base about the power of the arts to improve global health.

HEALTH EVIDENCE NETWORK. WORLD HEALTH ORGANIZATION. REGIONAL OFFICE FOR EUROPE. NOV 2019

What is the scientific evidence on the effects on the arts on health?

At Cultura en Vena we adhere to the latest guidelines from the World Health Organisation, published by the Health Evidence Network in November 2019 (*What is the evidence on the role of the arts in improving health and well-being?*). This publication urges European governments to incorporate the arts in all their health and well-being policies, from promotion and prevention to the treatment of conditions. It is backed by more than 900 scientific publications that make reference to over 3,000 additional studies.

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“ Culture can help achieve a more sustainable world because it encompasses every aspect of human activity and is one of society’s primary sources of values, social cohesion, self-esteem and participation.

HACIA UNA CULTURA SOSTENIBLE. GUÍA PRÁCTICA PARA INTEGRAR LA AGENDA 2030 EN EL SECTOR CULTURAL. RED ESPAÑOLA . MARCH 2021

What Sustainable Development Goals of the UN 2030 Agenda do the actions of Cultura en Vena promote?

The actions carried out by Cultura en Vena are aligned with many of the SDGs, in particular SDG 3 (Healthy lives and well-being for all at all ages), SDG 4 (Inclusive and equitable quality education and lifelong learning opportunities for all), SDG 10 (Reduced inequalities), and SDG 11 (Inclusive, safe, resilient, sustainable and healthy cities and communities). We also work towards SDG 17 (Partnerships for the Goals) because partnerships between governments, the private sector, the third sector and civil society, built on common objectives, principles and values, are essential.

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Institutional declaration by the Senate encouraging the Government to **declare the arts essential** and to consider fiscal measures to facilitate the universalisation of the sector.

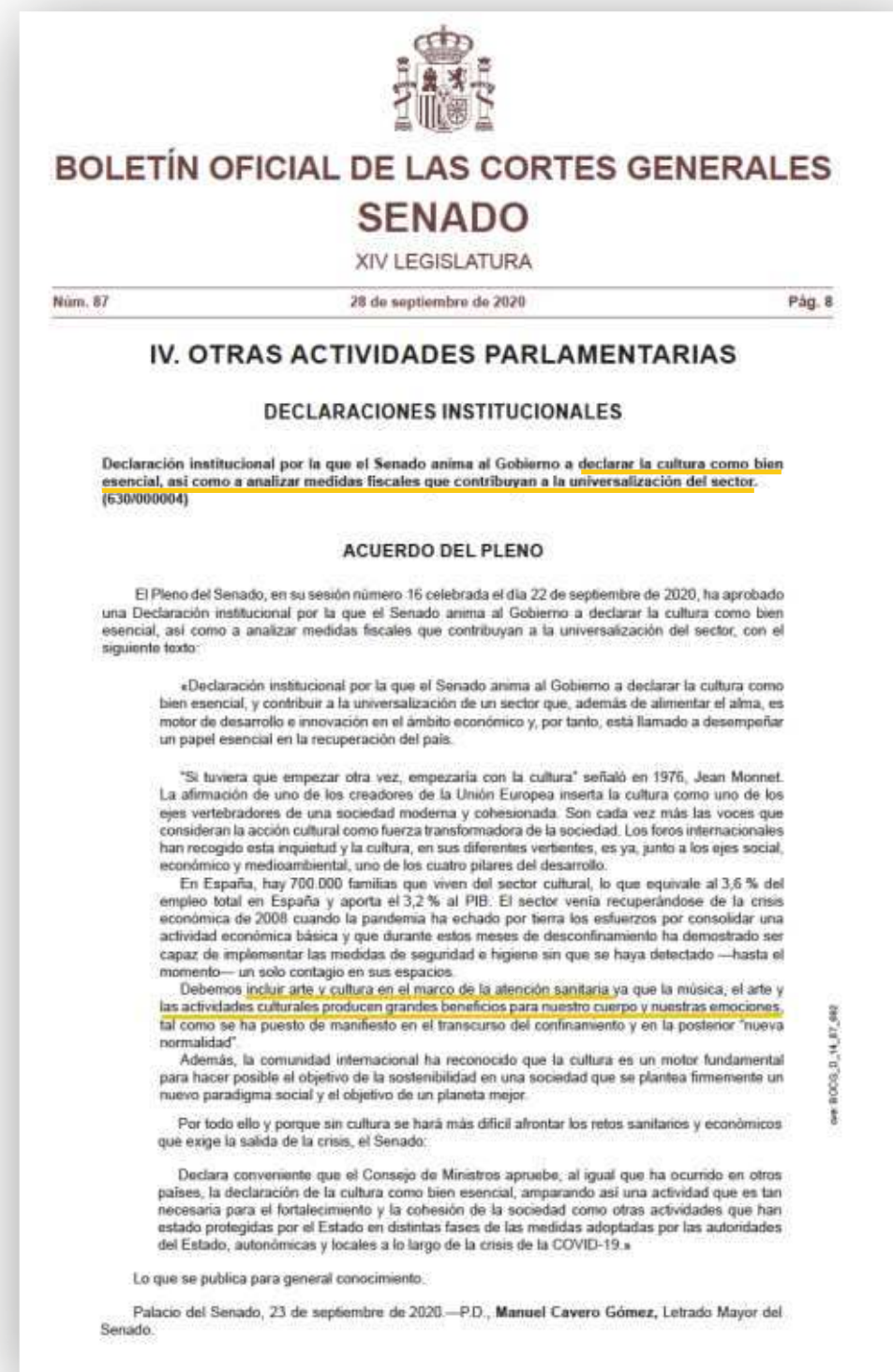
28 September 2020



We need to include arts and culture in the healthcare context because music, art and cultural activities have enormous benefits for our body and emotions...

SENATE INSTITUTIONAL DECLARATION. 28.09.2020

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Ambulatory Art



This programme takes exhibitions to hospitals and villages at risk of depopulation. Visited by patients, their companions, health professionals and residents of rural communities, they build a new relationship between the art event, the spectators and the hospital or rural setting. The aim is to bring specially curated cultural contents to these audiences, whether in hospital entrance halls, waiting rooms or wards, and we always hire cultural mediators.

📷 *Goya in a Hospital?* exhibition at the Miguel Servet Hospital (Zaragoza, 2021)

How do we carry out our Ambulatory Art programme?

Planning

- _ We identify hospitals and rural communities and then contact their spokespersons and establish the tour itinerary.
- _ We work with cultural institutions and artists to identify appropriate projects and contents.
- _ We define the objectives and share them with the health centres, communities and cultural actors.
- _ We map the human, technical and financial resources.
- _ We select the venues at each place.

Design

- _ We create the exhibition design and graphics.
- _ We write the explanatory texts from new perspectives.
- _ We design mediation workshops.
- _ We develop contents for online mediation.
- _ We produce all the exhibition elements.



Ambulatory Art transforms healthcare spaces by creating windows onto culture. The different physical and digital formats make hospital stays more pleasant for patients and their companions while offering benefits for health professionals as well.

Implementation:

- _ We publicise the exhibition through different channels: local, global, physical and digital.
- _ We publicise our call for cultural mediators.
- _ We install and manage the exhibition.
- _ We organise guided tours and mediation workshops for all kinds of audiences.
- _ We carry out satisfaction and impact surveys.
- _ We organise parallel activities related to the exhibition (concerts, talks, workshops, etc.).

Impact assessment:

- _ We analyse the results and surveys.
- _ We interview the beneficiaries (patients, relatives, health professionals, rural community, local representatives, etc.).
- _ We draw up a final report

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Ambulatory Art exhibitions

Cultura en Vena produces its own exhibition contents to support artistic creation and the debate on culture, health and well-being. We work with museums, foundations and other cultural producers to disseminate their contents from new perspectives, using innovative methodologies to connect with the new beneficiary audiences. A programme of concerts on themes related to the exhibitions completes the programme. The exhibitions currently on display are *Goya in a Hospital?*, *Emergency Culture* and *Covid Cartoons*.

📷 *Goya in a Hospital?* exhibition at the Puerta de Hierro Hospital (Madrid, 2021)



Goya in a hospital?

CONTENT:	Reproductions of paintings by Goya held at the Prado
FORMAT:	Free-standing easels for outdoor and indoor spaces
ACTIVITIES:	In-person or online mediation workshops, concerts
SPONSORS:	REALE SEGUROS, FUNDACIÓN IBERCAJA and ACCIÓN CULTURAL ESPAÑOLA
PARTNERS:	PRADO MUSEUM, MUNICIPAL COUNCILS
HOSPITALS:	Puerta de Hierro (Madrid), Miguel Servet (Zaragoza), Alcañiz District Hospital and Segovia General Hospital
VILLAGES:	Fuendetodos, Las Parras de Martin, Pancrudo, Uncastillo, Ainsa, Villanueva de Sigüenza, Cuevas de Cañart.


Exhibition. Thirty-two panels with reproductions of works by the Aragonese painter Francisco de Goya, displayed on 16 free-standing easels that can be installed in the open air or in enclosed spaces. The Prado Museum has granted copyright use of 27 works to be able to create a unique exhibition experience. The works in question are Goya's cartoons for tapestries, grouped by themes such as humour, challenges, emotions and contradiction. The accompanying texts and mediation workshops explain the works from novel perspectives, as can be seen [here](#). All the works have a QR code linked to the Prado Museum website, therefore encouraging the digital literacy of the community.

Concerts. The exhibition is accompanied by concerts with commentaries related to Goya. Folk concerts revisit our sound traditions while musically recreating the playful spirit that suffuses his country scenes, and concerts of Beethoven's works highlight the parallels between the German composer and the Aragonese painter. Due to the Covid pandemic, the concerts have only taken place in rural communities.

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 *Goya in a Hospital?* exhibition and concert by Zas!!Candl in Aínsa (Huesca, 2021)



📷 *Goya in a Hospital?* exhibition at Miguel Servet Hospital (Zaragoza, 2021)



📷 *Goya in a Hospital?* exhibition at Puerta de Hierro Hospital, Oncology Ward (Madrid, 2021)



📷 *Goya in a Hospital?* exhibition and concert by Atlantic Folk Trío in Las Parras de Martín (Teruel, 2021)



📷 *Goya in a Hospital?* exhibition in Uncastillo (Zaragoza, 2021)

Covid Cartoons

CONTENT:	Cartoons by Spanish comic artists from all generations
FORMAT:	Free-standing easels for outdoor and indoor spaces
ACTIVITIES:	In-person or online mediation workshops, concert by Resident Intern Musicians
SPONSORS:	REALE SEGUROS and ACCIÓN CULTURAL ESPAÑOLA
PARTNERS:	PRADO MUSEUM, ASTIBERRI, MUNICIPAL COUNCILS AND HOSPITALS
HOSPITALS:	Travelling soon to Puerta de Hierro (Madrid) and Miguel Servet (Zaragoza)
VILLAGES:	Las Parras de Martín, Pancrudo, Uncastillo, Villanueva de Sigüenza, Cuevas de Cañart.

Exhibition. Twenty comic creators come together to invite reflection, through this universal art form, on the pandemic and all the great themes that have spread across the globe, including rural settings as spaces for co-creation and reconnecting with nature, etc.

The authors are from different generations and represent the best talent on the Spanish comic scene today: Alfonso Zapico, Amaia Arrazola, Ana Galván, Ana Oncina, Antonia Santolaya, Carla Berrocal, Cristina Bueno, Cristina Durán, Javier Olivares, Josune Urrutia, Laura (Pérez Vernetti), Martín López Lam, Miguel Ángel Giner, Meritzel Bosch, Miguel Gallardo, Nuria Tamarit, Paco Roca, Raúl (Fernandez Calleja), Sole Otero and Sussana Martín. The project also includes thoughtful texts by Professor Álvaro Pons, Chair of Comic Studies at the University of Valencia, and Dr Mónica Lalanda, who works in A&E and is the coordinator of the "Graphic Medicine" movement.

Book. The quality of the contents and the reputation of the authors have given rise to a book jointly published by Cultura en Vena and the publishing house Astiberri. Copyright has been granted to enable Cultura en Vena to continue promoting "graphic medicine".

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 Covid Cartoons exhibition in Las Parras de Martín (Teruel; 2021)

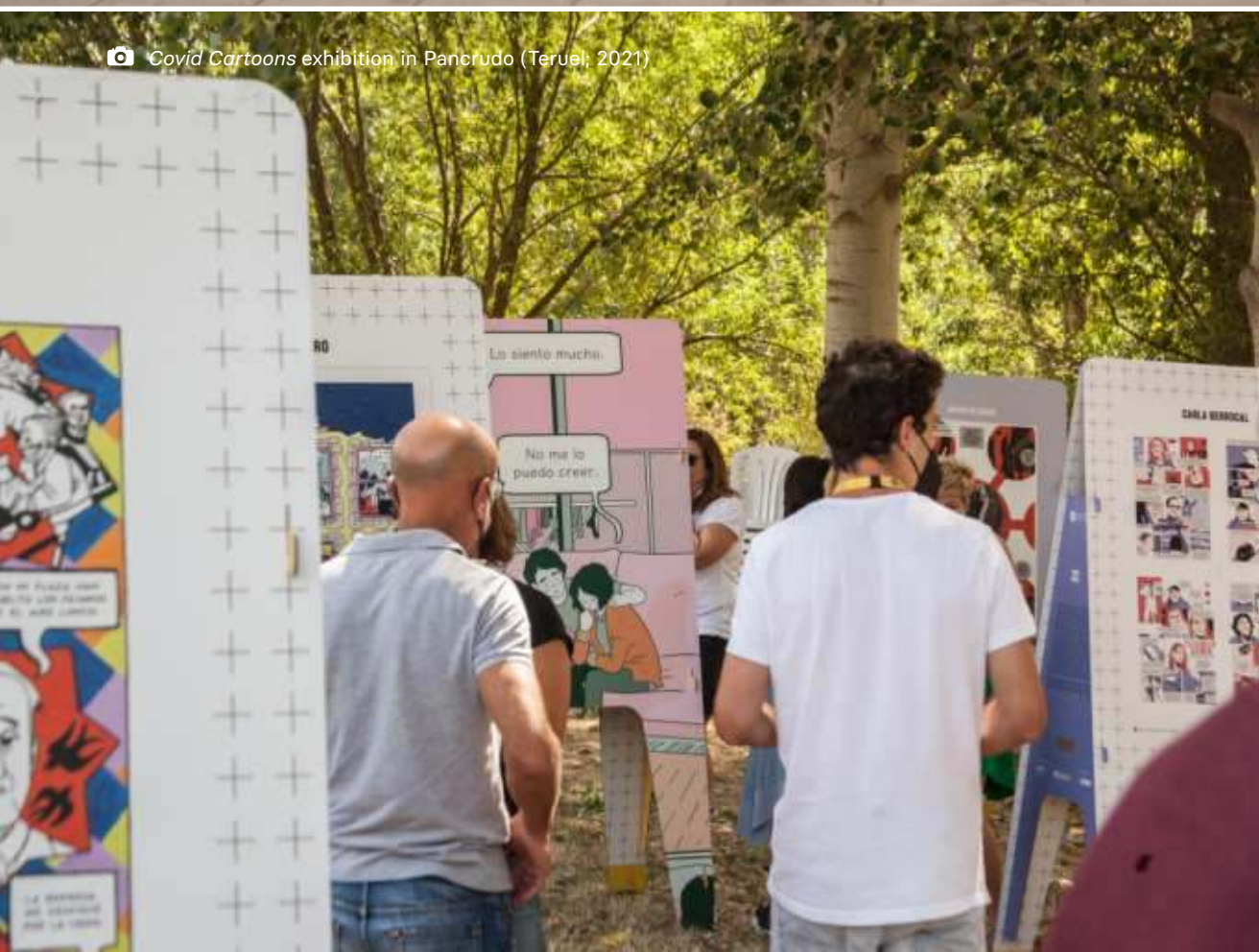




📷 Covid Cartoons exhibition in Uncastillo (Zaragoza, 2021)



📷 Covid Cartoons exhibition and concert by Ombligo in Pancrudo (Teruel, 2021)



📷 Covid Cartoons exhibition in Pancrudo (Teruel, 2021)



📷 Covid Cartoons exhibition in Cuevas de Cañart (Teruel, 2021)



Resident Intern Musicians

The Resident Intern Musicians project is centred around humanisation, research and employment for young musicians. It aims to demonstrate, from a clinical point of view, the positive impact of live music on certain types of patients, using young musicians currently unemployed. In its first edition, the project has been carried out with scientific collaboration from researchers at the 12 de Octubre Hospital in Madrid, approved by the hospital's Ethical Committee on Clinical Research (CEIC)

📷 *Resident Intern Musician*, 12 de Octubre Hospital (Madrid, 2017)

Resident Intern Musicians

Research, employment and evidence searching

Cultura en Vena carries out arts interventions in healthcare settings, promoting research on their effects. In 2015 the foundation's current team created the Resident Intern Musicians project, which is implemented through Música en Vena and to date has conducted seven clinical studies on the effects of live music on certain types of patients. The project generates a triple social impact by encouraging humanisation, clinical research and the employment of young artists in the health sector.

📷 *Resident Intern Musician*, 12 de Octubre Hospital (Madrid, 2017)



Impacts in three years of activity:

520 young musicians have applied for employment through the project.

46 employment contracts have been issued to musicians in three years.

7 clinical studies have been undertaken and the results are currently being analysed for publication: Intensive Care, Neonatology, Neurology, Cardiology, Haematology, Rehabilitation and Occupational Medicine.

Over 400 patients included in the studies.

Over 2,000 hours of live music.

7 heads of department as lead researchers in the project.

Project recognised by international organisations as a "high social and cultural impact project".

Replicated in other hospitals in Spain (Barcelona) and Europe (Paris).

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📷 *Resident Intern Musicians, 12 de Octubre Hospital (Madrid, 2017)*





📷 *Resident Intern Musicians, 12 de Octubre Hospital (Madrid, 2017)*



📷 *Resident Intern Musician, 12 de Octubre Hospital (Madrid, 2019)*



📷 *Resident Intern Musicians in the Cardiology ICU, 12 de Octubre Hospital (Madrid, 2018)*



📷 *Resident Intern Musician, 12 de Octubre Hospital (Madrid, 2016)*



European competition *Emergency Culture*

In 2020, when the Covid-19 crisis prompted us to rethink the purpose of culture and future ways of experiencing it, Fundación Cultura en Vena launched Emergency Culture, a competition for young creators of visual arts and literature. With a European scope, the competition aims to inject culture into hospitals and rural communities at risk of depopulation. The first edition was made possible thanks to the Embassy of the Federal Republic of Germany, in the context of the German presidency of the EU Council in 2020.

Emergency Culture

CONTENT:	Works by young European artists and writers
FORMAT:	Free-standing easels for outdoor and indoor spaces
ACTIVITIES:	In-person or online mediation workshops, concert by Resident Intern Musicians
SPONSORS:	Embassy of the Federal Republic of Germany
PARTNERS:	Círculo de Bellas Artes in Madrid and hospitals

Competition. The aim is three-fold: to stimulate artistic reflection about the social and transformative role of culture on health and well-being; to humanise the hospital experience of patients, their relatives and health professionals through art; and, last but not least, to help artists in times of professional uncertainty by providing them with a cash endowment to partly mitigate the consequences of the pandemic on their careers.

The first edition of Emergency Culture has attracted proposals from over 200 participants between the ages of 18 and 35, resident in 11 European countries (Austria, Belgium, Finland, France, Germany, Greece, Italy, the Netherlands, Portugal, Spain and the United Kingdom). A multidisciplinary jury made up of professionals from the visual arts and literary worlds has chosen the eight winning works and 22 selected works will be included in the travelling exhibitions of the foundation's Ambulatory Art programme.

Exhibition. The A&E Department at the San Carlos University Clinical Hospital is hosting the first Emergency Culture exhibition.

The call for proposals is ongoing and subsequent editions are being prepared with support from the Embassy of the Federal Republic of Germany and the active participation of other countries. The aim is to make the competition a European benchmark for artistic reflection about culture, health and well-being.

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HealthyArt Programme

Cultural experiences for health professionals:
looking after those who look after us

Since the outbreak of the coronavirus crisis in March 2020, health professionals have faced an extremely challenging scenario: they have had to cope with the stress inherent to the severity and infectiousness of Covid-19, as well as with an extraordinarily high workload due to the dramatic increase in the number of cases handled. Nonetheless, they have shown exemplary behaviour and leadership in a crisis that is not yet over: their resilience, tolerance, stress management, self-control, responsibility and community service at a such a difficult time are faultless.

With our *HealthyArt* programme we want to become cultural curators for the curers, for those who cure us, using specially curated cultural experiences and the therapeutic capacity of the arts to help health professionals recover from the occupational and emotional impact of Covid-19. We want the experiences to nourish them intellectually and free them from the emotional burden that has weighed them down, provide suggestions that they can apply to their work, and help them repair a damaged emotional climate and prevent possible burnout.

The *HealthyArt* programme has been designed in collaboration with Patricia Martín (a clinical psychologist at the Ramón y Cajal University Hospital and a cultural activist) and María Fernández Martín (psychologist working in the field of marketing and innovation). We launched the programme because we want to look after those who look after us.

The programme has begun with a partnership with the Reina Sofía School of Music, which has offered 100 free tickets to its Da Camera, The Rising Generation and Masters concert cycles. All the attendees will be health professionals working at the Ramón y Cajal Hospital in the departments most affected by the pandemic: A&E, Neumology, Intensive Care and Psychiatry. The concerts will be held in the Sony Auditorium at the school of music and in the National Auditorium, preceded on all occasions by a cultural mediation 40 minutes before the performance to introduce the attendees to the relationships between culture and health, and in particular to matters associated with the composers and repertoires of the concert in question.

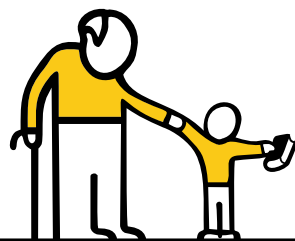
The Puerta de Hierro, Gregorio Marañón, 12 de Octubre, Miguel Servet and other hospitals will shortly join the programme.

[CLIC + INFO](#)

📷 Concert by the Leonkoro Quartet, Sony Auditorium (Reina Sofía School of Music, Madrid) attended by health professionals from the Psychiatry Department of Ramón y Cajal Hospital.



**SMALL
PATIENTS
BIG
READERS**



Can you imagine
writing a story...
and hospital patients
being able to read it?

If you're between 7 and 16 years old,
TAKE PART!

Small Patients, Big Readers

Reading incentive programme for children,
young people and the elderly in hospitals

We connect paediatric patients (whether admitted or outpatients) with elderly people in hospitals, care homes or their own homes through the writing and reading of stories based on emotions. The paediatric patients (aged 7 to 16) in the programme write a story for other children, geriatric patients and elderly people in care homes or their own homes. To help the children write their stories, we have produced 12 video workshops on topics such as managing emotions and basic aspects of creative writing. The stories will form part of an online digital library and a selection of them will be included

in an exhibition that will travel to different hospitals through our Ambulatory Art programme. Small Patients, Big Readers stems from scientific support for the use of reading and writing to benefit children's health and well-being. The aim of the collectively-built library is to enable both the direct beneficiaries and other patients to enjoy these stories, helping to improve their state of mind and the way they manage their emotions.

As well as turning other children into readers, we want elderly people to read the stories as well with the aim of strengthening the natural connection between young and old and enabling different generations to reconnect after the pandemic weakened many of these opportunities. The simple, direct and honest way in which children express their lived experiences during a hospital stay or as an outpatient can forge a special connection with the elderly people who read their stories.

To date, the following have signed up to this project:

HOSPITALS: 12 de Octubre, Niño Jesús Children's Hospital, Marqués de Valdecilla, Inca District Hospital

THIRD SECTOR: Amara Cantabria Association and Menudos Corazones

CLIC + INFO

📷 Stills from the video workshops



Alliances and Partnerships

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||
HINVES
PIANOS

WITH THE FINANCING OF



A successful sustainable development programme requires inclusive alliances at the global, regional, national and local levels between governments, the private sector and civil society, built upon principles and values that place people and the planet at the centre.

Partnerships for the goals (SDG 17)

At Cultura en Vena we want to continue improving people's lives by injecting culture into places it doesn't usually reach, and with your support we can improve the health of patients in hospitals and reach rural communities at risk of depopulation. The scientific evidence about the benefits of arts interventions in the field of health and well-being and the recommendations of the WHO in this respect both prioritise the use of culture in health policies, not only to prevent illnesses but to manage and treat them.

We invite you to work with us and play an active role in achieving these global goals and

implementing the recommendations of the WHO to incorporate the arts and music in health policies, in hospitals and in rural areas at risk of depopulation, not only to prevent illnesses to but manage and treat them.

You will also be helping us to generate employment around culture and health. All the activities carried out by Cultura en Vena need cultural mediators, musicians and artists, cultural professionals who have seen their work and employment drastically affected by Covid-19.

📷 Cultural mediator explaining *Goya in a Hospital?* Las Parras de Martín (Teruel, 2021)



