

## Jaarverslag 2022

# Stichting Project Stimulus

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### Introduction

Stichting Project Stimulus was founded on 20.1.2022, in order to consolidate and support project Stimulus, a wide-ranging exploratory project bringing together cultural, scientific and medical institutions. The project aims to investigate if and how the experience of an art exhibition - the synergy of art and its environment - can influence a person's overall health and well-being. In collaboration with the Amsterdam Museum, OLVG Amsterdam and the University of Amsterdam, Stichting Project Stimulus investigates the impact of experiencing art exhibitions on mental health, how such impacts can be assessed, and ultimately how museums and hospitals can collaborate to create sustainable working and living environments.

The objectives of Stichting Project Stimulus include:

- creating a fruitful long-term collaboration between the art world and the healthcare industries for improving the wellbeing of the individual and the community
- establishing an interdisciplinary research framework in the healthcare sector in order to explore the effects of art and the museum experience on the wellbeing of individuals
- creating site-specific environments where research and measurement of the art- and museum experience can take place through different means;
- researching the effects of art and the museum experience on hospital- personnel, patients and visitors
- making sure the project and its outcomes are accessible to the public; involving the public in the process of the research
- implementing the outcomes of the research in different locations
- raising necessary funds to accomplish the goals above.

In the first year of the Stichting we have achieved quite a lot. Our most important accomplishment is the securing of space in the OLVG for conducting our research. In addition, we established collaboration and investments (in cash and kind) from the Amsterdam Museum, the OLVG, and the University of Amsterdam, that secure the project's stability and future, and set the base for our planned research and artistic activities in 2023 and beyond. We also managed to complete a feasibility test that showcased the potential of the project to our different stakeholders. This test included building a focus group, designing and running surveys, and creating a preliminary intervention in the hall.

In the near future, we aim to run our next artistic intervention in the OLVG; share our process and findings in expert meetings and creative workshops; consolidate the research aspect of the project by introducing interns and academic partners from the medical humanities and social sciences; and consolidate the collaboration with the Amsterdam Museum through processes of co-creation.

Additional goals for the coming year include putting together an advisory board, and raising the funds that are necessary in order to support the project both short- and long-term.

## Organization and members

**Chairman board and founder: Itamar Gilboa**, multi-disciplinary artist based in Amsterdam, whose work explores the connections between art, technology, science, and environment. He holds a bachelor's degree in visual arts from the Rietveld Academy Amsterdam. Itamar's works have been exhibited in museums and art institutions across Europe, North America, the Middle East and Asia; currently they feature in private and corporate collections and in the permanent collection of the LAM Museum in the Netherlands.

[who is the secretary?]

**Board member and founder: Alessandra Laitempergher**, independent curator and creative producer. Until recently she was Senior Curator of Modern and Contemporary Sculpture and Head of Presentation and Education at Museum Beelden aan Zee. Today, in addition to making and producing exhibitions, Alessandra works as a mentor for emerging artists, lectures on the presentation and interpretation of contemporary art and gives workshops on creative thinking.

**Board member and founder: Dr. Obbe Tiddens**, Emergency Physician (dr. med) at the OLVG, an independent artist and a guest lecturer at the Rijksakademie van Beeldende Kunsten. Within the art committee of the OLVG hospital he is responsible for the art content and for research and development. He is committed to a more human-oriented, integrated medicine and together with Itamar Gilboa he started Project Stimulus.

**Board member and founder: Mariska Zwartsenburg**, Emergency Physician at OLVG and principal investigator in the OLVG research team. She has a background in medical journalism and (science) philosophy, and is actively involved in several pieces of research toward a more humane approach to medicine. She co-created the Pediatric Emergency Department, the Project Learning from Excellence that focusses on what goes well in healthcare, and coaches fellows in Emergency Medicine.

**Board Member/Team Member: Dr. Noa Roei**, Assistant Professor in Comparative Literature and Cultural Analysis at the University of Amsterdam and a research fellow at ASCA (Amsterdam School of Cultural Analysis). Noa has published material mostly on the representation of national identity in visual arts and popular culture. Her current research focuses on questions of image, space and infrastructure.

**Treasury: Eduardus Johannes Maria Zentveld**

**Research Assistant OLVG: Rachel Dekker**, intern Emergency medicine [is this the right term?], OLVG

**Student Assistant UvA: Ting Xu**, research MA student Cultural Analysis, UvA

**Student Assistant UvA: Imogen Mills**, MA student Comparative Literature, UvA

**Student Assistant UvA: Piotr Malinowski**, BA student Literary and Cultural Analysis, UvA

## Collaborations

Within OLVG:

- **working with Dr. Maro Sandel**, Emergency Physician and head of research at OLVG on setting up a research internship for Stimulus.

- **Working with Herre Reesink**, board director of Art Committee OLVG, to enable site-specific artistic intervention and to ensure financial support for Project Stimulus.

Within the Amsterdam Museum

- **working with Dr. Margriet Schavemaker**, Director of Amsterdam Museum, **Gonca Yalciner**, Manager Education and Participation, and **Rowan Stol**, junior curator, to establish long-term collaboration between Project Stimulus and the Amsterdam Museum.

Within the UvA

- **working with Prof. Dr. Manon Parry**, historian of medicine, exhibition curator, and founder of PULSE (research network in medical and health humanities) to set up long term research collaborations and come into contact with related projects in the Netherlands.

[note for 2023: Tamara, Margot, Jeannette & team; Dorine, expert meeting, June meeting]

## Activities

### 1. Securing site-specific space for research

After a long process and many deliberations, we were able to secure the use of a space for Project Stimulus: a hall that is located very near to the Emergency Department of OLVG West, for the next three years. This hall is accessible only to staff and is blocked on two sides by locked doors, and therefore can function as a separate space for experiments with light, colors, and sounds. Its common use as a shortcut from the Emergency room to spaces of rest (the coffee machine, the cafeteria) ensures continuous use and exposure of staff members to the various stages of the research.

### 2. First Intervention in Site-Specific Location

A first site-specific intervention was installed in the hall on [date]! The intervention included 3D chrome prints of famous artworks on light boxes, displayed next to each other on the right wall. In addition, the lighting of the space was dimmed to mark the space with a different atmosphere, and let the images shine through the light boxes. Without any prior announcement, staff member who crossed the hall suddenly encountered a different space. Unofficial interviews suggest that the intervention was very positively received, and created curiosity among the staff. No less important is the fact that this intervention moved the project into second gear in terms of enhancing the external partners' interest and investment.

### 3. Feasibility test run on focus group

In collaboration with the University of Amsterdam, the OLVG research team, and Project Stimulus members, we were able to prepare and run two official surveys that have received the approval of the UvA ethics committee. A group of 20 volunteers from within the OLVG emergency staff members were recruited to respond to the survey and give us preliminary information on their well-being as well as on their use of, and view on, the site-specific space for research. The survey itself was created based on research done mostly by our four research assistants, who collected existing literature on researching well being and found their way through the administrative bureaucracy involved in conducting quantitative

research.

#### 4. **Established collaboration with Amsterdam Museum**

After an initial process and dialogues with a number of museums, the Amsterdam Museum joined forces with Project Stimulus. The collaboration with Amsterdam Museum strengthens the local focus of the project and fits very much with the museum's own exploration of the potential of co-creation and of the shifting identity of a museum vis-à-vis its publics. The museum will collaborate in the curation of the space at OLVG as well as in the hosting of a related exhibition in its own spaces. During 2022 we held a number of meetings to develop a concept for this collaboration.

### **Future Plans**

Stichting Project Stimulus has many ambitious and exciting plans for 2023 and beyond, that include:

- Securing a budget for the project by applying to a variety of cultural and academic funds;
- Preparing the next site-specific interventions that will focus on the theme of color; reception and involve collaboration with the art committee OLVG, the Amsterdam Museum, and the work of Itamar Gilboa;
- Conceptualizing longer term artistic interventions through collaboration with the Amsterdam Museum archive and an open calls for artists to join;
- Developing research profile through interdisciplinary collaboration and creation of research internship possibilities at the OLVG and in the Amsterdam Museum, in collaboration with the UvA and the VU;
- Dialoguing with the OLVG ethics committee to allow the use of technological impact measuring tools, in addition to surveys, as part of the project;
- Enhancing the visibility and exposure of Project Stimulus by way of a website as well as active participation in social networks;
- Researching additional site-specific possibilities, within the OLVG and later in other locations in the Netherlands

### **PR and communication (social media, advertisements, journals, articles)**

There is clearly work that needs to be done in terms of making Project Stimulus and the Stichting more visible. This is a major focus point for the very near future of 2023, where a PR professional from OLVG will support us with setting up social media visibility.

### **Financial overview**

2023: art committee

2022; contributios in kind from museum and hospital; Itamar's expenses







































