

OMA Conference 2014

Perspectives on strategic partnerships
between museums and healthcare;
McMaster Museum of Art and
Montreal Museum of Fine Arts

From Bridging Art and theCommunity to Arts for Health:

15 years of collaborative projects with The Montreal Museum of Fine Arts



Bridging Art and the Community

October 1999

Many museums around the world were beginning to recognise their potential as agents for social change.

To reach out to the community, to underserved populations to participate in our activities free of charge.

J.W. Mc Connell Family Foundation

Outstanding Achievement Award
from the Canadian Museums Associations in 2001



Sharing the Museum Program

J.W. McConnell Family Foundation,
J.A. de Sève,
Fondation de la Chenelière,
Bell,
CN,
Trottier Family Foundation,
Molson Foundation,
Enbridge,
Great-West Life,
London Life and Canada Life,
Malouf Family Fund,
Merlin Fund,
Lethbridge Fund,
Fournelle family,
Anne D. Fisher Fund,
Erin and Joe Battat,
Jacques and Michel Auger Foundation
Shirley Baerwald Estate.

Our participants:

In 2012-2013:

Disadvantaged schools 6715
Cultural communities and Immigrant Groups 6711
Mental Health 3890
Literacy groups 2952
Free Passes for families 2873
Older Adults 1895
Children and Families 1870
Disadvantaged Youth 1509
People with disabilities 1115
Groups with multiple issues 1073
Saturdays for families 682
Free passes on request for individuals 325

Total: 31,610 participants
181,764 participants over the past 15 years

Children and families



Older adults



Disadvantaged youth



A few of the 400 Community Organizations

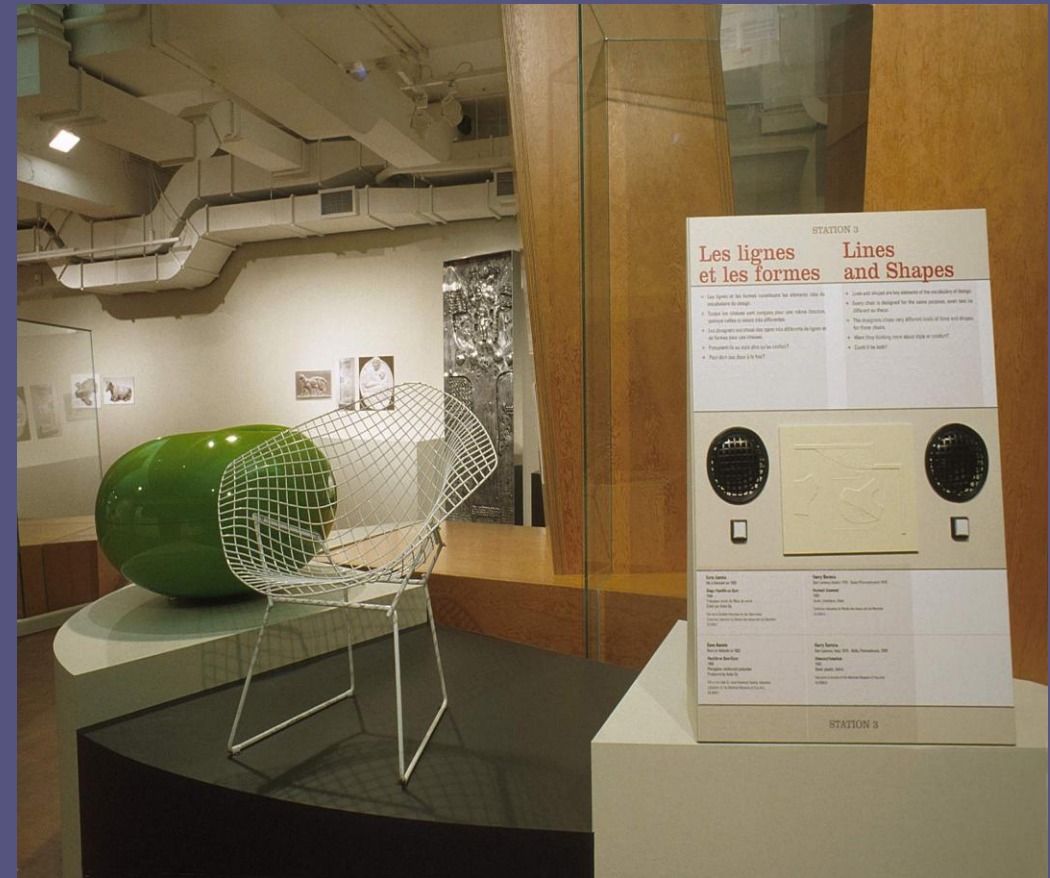
- Alzheimer Society of Montreal

- Cummings Center for Seniors
- Alzheimer Inc.
- Lasalle Adult Education Center
- St-Henri/La petite Bourgogne Adult Education Center
- Elizabeth House
- Jewish General Hospital
- Montreal General Hospital
- Montreal Children's Hospital
- Le Bon Dieu dans la Rue
- Action Autonomie
- Relax-Action
- L'Itinéraire
- St-James Drop-in Center
- The 4th Wall
- Le Tour de Lire
- L.O.V.E.
- Centre d'apprentissage parallèle
- Institut Nazareth et Louis Braille
- Montreal Native Women's Shelter
- Accueil Bonneau
- Portage
- Bathshaw Youth
- Projet Parts
- Dispensaire diététique de Montréal
- Les jardins couverts
- Psychiatrie sociale du Dr.Julien
- Centre Champagnat Center
- St-Pius X Career Center
- C.A.R.E.
- L'Arche
- Le fil d'Ariane

People with physical disabilities



Exhibition for people with visual impairments



Cultural communities and immigrant groups



Homeless adults



People with Alzheimer's disease



How do we reach out?

Direct contact: Phone, emails, visiting, meetings, in the museum and in the communities

Website : Project proposal form

Publicity: A flyer was mailed out to community groups and was available to museum visitors

Evaluation:

Focus groups

Evaluation forms

Networking: Meetings with various community organizations, with donators, funding agencies, partnerships with universities, museum associations, health care institutions, municipal and provincial governments

What do we offer?

- Tailor made programs (content, lenght, duration)
- Staff training by specialists
- On site at the museum or off site at community centers
- One hour visit in our galleries according to a chosen theme (or offsite powerpoint presentations)
- Discussion and conversation around the works of art
- One hour or more art workshop
- Vernissage and exhibition

What are the benefits ?

For the participants evaluation form

- Exploring inner experience
- Developing self-awareness
- Developing a new social network
- Promoting spontaneity, invention and discovery in a non-threatening environment
- Bringing together vulnerable individuals in a non-threatening environment
- Regaining confidence and a sense of self-worth and self-esteem
- Stimulating the imagination
- Rediscovering a sense to their lives
- Developing social skills and social integration
- Gaining a sense of empowerment
- Learning to be tolerant of other's opinions
- Adapting to a new environment
- Reinforcing links between participants in the group
- Enhancing quality of life
- Increasing expressive capacities through creativity
- Learning in a collaborative setting
- Integrating persons with disabilities into the community
- Rediscovering autonomy

What are our observations?

The unique expertise acquired from our Sharing the Museum Program enabled us to develop new partnerships in the aim to validate our impression that when the combination of art, creativity and people come together in a museum setting, its effects contributes to well-being and to recovery.

Art feels good.

Art makes us happy.

Where did we go from there?

Documentary: « L'Art fait du bien »

Research projects: Montreal Cardiology Institute

Douglas Mental Health University Institute

Innovative approaches: - Art therapy

- Training program for docents under the supervision of the Art Education Program of

Concordia University with post-doctoral researchers using the multi-sensory experiential approach

What avenues will be explored next?

- Museum related art activities in hospitals, long term care institutions, in libraries and in parks
- Training program for doctors in health institutions
- Internship, volunteering or employment of former participants from the Sharing the Museum program
- Educart: Online Resources
- Cross-Cultural dialogues for our future exhibits

2017

375 anniversary of Montreal

Montreal: a hub for community and well-being

Michal and Renata Hornstein Pavillion for Peace will have dedicated spaces for the « Sharing the Museum » program

