



CULTURA  
EN VENA

Culture Seriously Benefits Your Health

## **KEY FACTS ABOUT CULTURA EN VENA FOUNDATION**

- **We are a non-profit, leading organization in Spain working to connect arts and health. We pursue a simultaneous systemic change in both the cultural and health sectors**
- **Our work focuses on health prevention and promotion, as well as disease management and treatment**
- **We have agreements with the main regional health services in Spain. We collaborate with leading national institutions in both the public and private sectors, spanning cultural, healthcare, academic, and business fields**

## **KEY FACTS ABOUT CULTURA EN VENA FOUNDATION**

- **Currently, we operate in the healthcare system (hospitals) and rural, depopulated communities (small villages with limited or no access to cultural activities)**
- **Our beneficiaries include patients and their families / care givers, healthcare staff, rural communities. By promoting new circuits for the arts, we also benefit artists, art educators / mediators and other cultural professionals**
- **We intensely work towards the policy making of an institutional / regulatory framework for arts and health in Spain**

# Cultura en Vena in numbers

data up to September 2024

5	CULTURAL PROGRAMS	3	2 ANNUAL EDITIONS OF ART AND HEALTH AT THE THYSSEN MUSEUM
24	EXHIBITIONS IN HOSPITALS	3K	HOURS OF LIVE MUSIC IN HOSPITALS
30	EXHIBITIONS AND CONCERTS IN RURAL COMMUNITIES	1	EUROPEAN ART AND HEALTH COMPETITION
7	CLINICAL RESEARCH PROJECTS	200	PARTICIPATING ARTISTS FROM 11 COUNTRIES

5	AGREEMENTS * WITH PUBLIC HEALTH SERVICES	14	MEETINGS AT MINISTERIAL LEVEL
17	AGREEMENTS WITH NATIONAL-LEVEL CULTURAL ORGANIZATIONS	3	CONTACTS WITH INTERNATIONAL PHILANTHROPIC ORGANIZATIONS
3	AGREEMENTS WITH UNIVERSITIES	37	NEW HOSPITALS REQUESTING CEV PROGRAMS
300	MEETINGS WITH STRATEGIC PARTNERS	4	LATIN AMERICAN COUNTRIES REQUESTING CEV PROGRAMS

\* Cultura en Vena has collaboration agreements with 6 public health services in Spain, and there are 14 more that are requesting our services.
























































# Cultura en Vena

## in numbers

data up to September 2024

18	HOSPITALS IN 8 CITIES	1,3M	INDIRECT BENEFICIARIES PER YEAR (2% OF HOSPITAL USERS)	1K	ACTIVE PATIENT PARTICIPANTS IN CEV PROGRAMS
90K	INDIRECT HEALTH STAFF BENEFICIARIES PER YEAR (1% OF HOSPITAL STAFF)	350	ACTIVE HEALTHCARE PARTICIPANTS IN CEV PROGRAMS	120	HIRED MUSICIANS AND CULTURAL MEDIATORS
200	VISUAL ARTISTS PARTICIPATING IN CEV PROGRAMS	175	CHILDREN PARTICIPATING IN PEDIATRIC CULTURAL PROGRAMS	14	RURAL COMMUNITIES AT RISK OF DEPOPULATION (100-300 RESIDENTS EACH)
3K	BENEFICIARIES IN RURAL COMMUNITIES (RESIDENTS AND VISITORS)				

# Partners

# **INSTITUTIONAL FRAMEWORK**

The World Health Organisation, from its Office for the European Region, publishes an unprecedented report on the positive role of the arts in health and well-being backed by hundreds of clinical studies, urging governments in the European Region to include the arts in their health policies

**What is the evidence on the role of the arts in improving health and well-being?**

**A scoping review (2019)**

Arts & Health



REGIONAL OFFICE FOR

**World Health  
Organization**

**Europe**

**+ 3.000  
SCIENTIFIC  
STUDIES**

**CLICK  
+ INFO**



“

Declaración institucional por la que el Senado anima al Gobierno a declarar la cultura como bien esencial, así como analizar medidas fiscales que contribuyan a la universalización del sector.

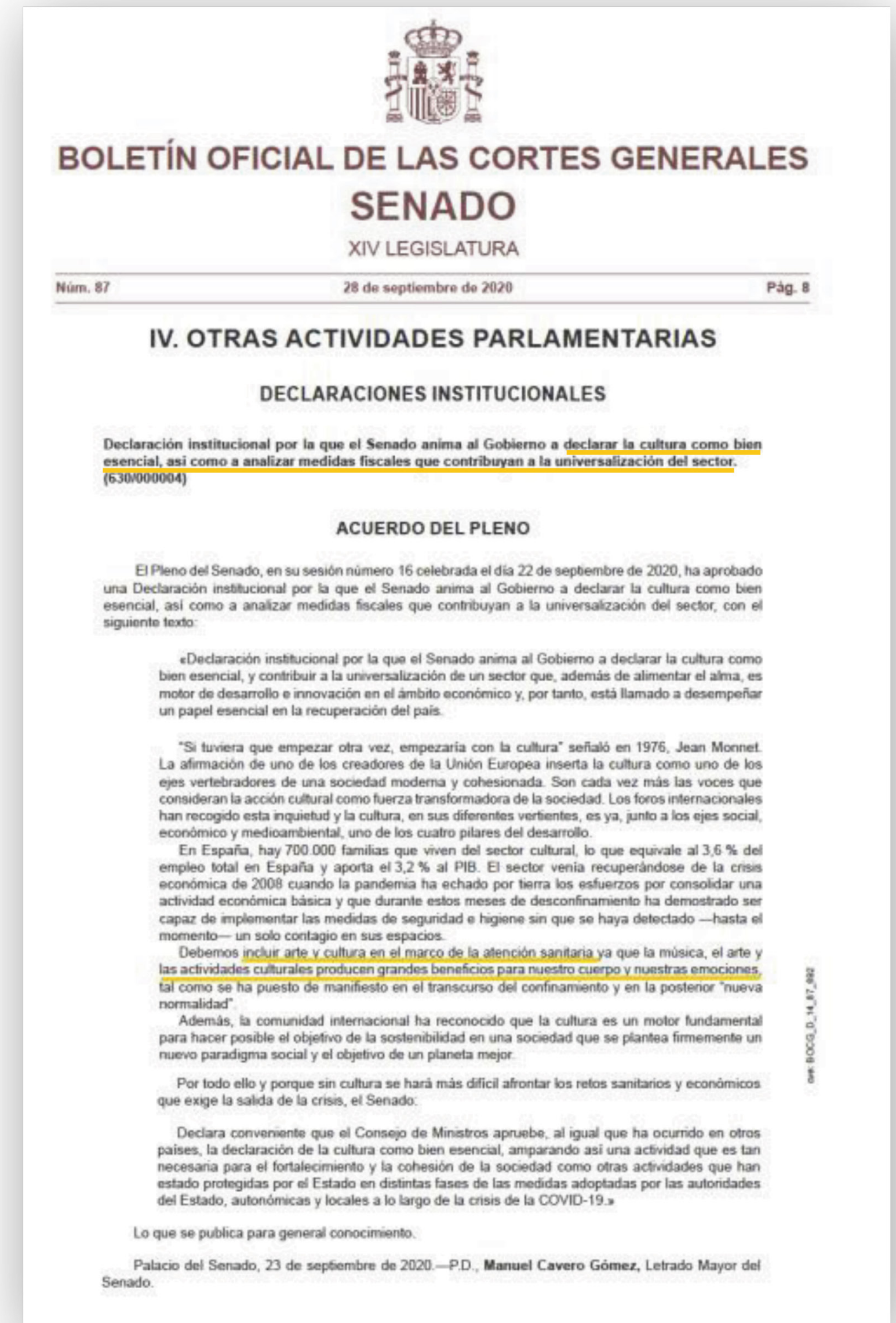
28 de septiembre de 2020

“

Debemos incluir arte y cultura en el marco de la atención sanitaria ya que la música, el arte y las actividades culturales producen grandes beneficios para nuestro cuerpo y nuestras emociones...

DECLARACIÓN INSTITUCIONAL SENADO. 28.09.2020

# Institutional declaration of the Spanish Senate to the Government to declare culture as an essential good









Project/initiative | Spain | International

## Ambulatory Art: Temporary exhibitions and cultural mediators at hospitals



### PROJECT TITLE

Arte Ambulatorio: Exposiciones temporales y mediación cultural en hospitales

### DESCRIPTION OF INITIATIVE

Ambulatory Art is a program of traveling exhibitions through hospitals and rural communities 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 they always hire cultural mediators. They foster to improve the health and well-being of hospitalized people, their families and health personnel through cultural content specially curated for these audiences. The project is also positive for cultural institutions, since they can see the visibility of their heritage increased exponentially, and for young emerging artists, who can benefit from new circuits for art.

Project/initiative | Spain | National

## Internal Resident Musicians (IRM)



### PROJECT TITLE

Músicos Internos Residentes (MIR)

### DESCRIPTION OF INITIATIVE

The MIR Project is a program with triple social impact: clinical research, health humanization and job creation among young musicians. Fundación Cultura en Vena aims to improve people's lives by injecting culture where it does not usually reach. Their main areas of action are health centers and rural communities at risk of depopulation. Within the general objective of Cultura en Vena of implementing artistic practices in hospital environments, the Internal Resident Musicians (IRM) has the more specific purpose of normalizing the presence of the musician in clinical protocols, supported by scientific evidence that justifies the use of live music in certain medical treatments. Scope of the project: hospital humanization, clinical research, employability of the musicians. The concept alone is groundbreaking: employing a musician in the health system as hospital staff, with the aim that their work contributes to what doctors do, improving the prognosis and health outcomes that can be observed in patients.



Project/initiative | Spain | International

## Culture of Emergencies



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### PROJECT TITLE

Cultura de Urgencias

### DESCRIPTION OF INITIATIVE

Culture of Emergencies is a call for young European creators of visual arts and literature launched in full confinement, with a triple objective: to stimulate artistic reflection on the social and transformative role of culture in health and well-being; humanize the hospital experience of patients, family members and health personnel through art; and last but not least, help the collective of artists in times of professional uncertainty, with an economic endowment that partially alleviates the consequences of the pandemic on their careers. The first edition of the contest has brought together more than 200 proposals from young artists and writers between the ages of 18 and 35, from 11 European countries. The exhibition Culture of Emergencies was inaugurated in the Emergency Area of the Hospital Clínico San Carlos on November 30, 2021.

Project/initiative | Spain | National

## Sorolla in a hospital



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### PROJECT TITLE

Sorolla en un hospital

### DESCRIPTION OF INITIATIVE

On the occasion of the centenary of the artist's death, Culture in Vein Foundation presents ¿Sorolla in a hospital? within Arte Ambulatorio, a program of itinerant exhibitions in vulnerable spaces, bringing art to places where it is not usually accessible: hospitals and rural communities at risk of depopulation, with content specially curated for these audiences. This exhibition proposes to open a space for reflection through a contemporary and poetic look at the works of the Valencian painter. These are grouped into four blocks: intuition, sensation, thought and feeling—categories of our psyche according to psychiatrist Carl Gustav Jung—, as emotional landscapes through which the visitor walks. A journey so that viewers can go through their memories, emotions and experiences through Sorolla's canvases, which so appeal to our senses, to moments of our own individual biography and collective identity.





**Mandate:**

Cultural activities can support illness prevention, health promotion, and management and treatment of illnesses.

Cultural activities offer a holistic approach and have a positive impact on people of all ages and backgrounds, enhance people's quality of life and increase the health and overall well-being of individuals and communities.



Council of the  
European Union

162610/EU XXVII. GP  
Eingelangt am 20/11/23

**Brussels, 20 November 2023**  
**(OR. en)**

**15705/23**

**CULT 164**  
**SAN 684**  
**SOC 808**  
**SUSTDEV 148**  
**JEUN 268**  
**SPORT 57**  
**EMPL 582**  
**RECH 522**

**NOTE**

From:	General Secretariat of the Council
To:	Delegations
No. prev. doc.:	15505/23
Subject:	Open Method of Coordination (OMC) Group of Member States' experts on culture and health <i>- Mandate</i>

Delegations will find attached the mandate for the Open Method of Coordination (OMC) Group of Member States' experts on Culture and Health, as approved by the Cultural Affairs Committee (CAC) on 17 November 2023.

# OUR PROGRAMMES



# MUSICIANS IN RESIDENCE

## LIVE MUSIC IN HOSPITALS



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## Cultura en Vena White paper

Roadmap for incorporating  
MIRs (Musicians In Residence)  
in healthcare settings

# MIR

## Intro



This white paper was presented on 19 October 2022—the International Day against Breast Cancer—at the Museo Nacional Thyssen-Bornemisza, seven years after we created the Musicians In Residence programme. Since then, huge strides have been made with regard to artistic practices in the healthcare industry.

At the time, in 2015, we never could have imagined that institutions would be so quick to implement an arts-in-health framework like the one now advocated by the WHO and the European Commission.

Now, as then, our work revolves around one key idea with enormous social impact: we believe that the culture industry has a duty to promote citizens’ health, and that the healthcare industry should view the arts as an ally with tremendous potential that can help to achieve its goals.

We want to thank everyone who made the MIR Project possible, and Hospital 12 de Octubre in Madrid for accompanying us on this journey. We hope that this book will have a positive impact on both music and healthcare, with a view to improving the health and well-being of everyone.

[The Fundación Cultura en Vena team](#)



## General figures



**46**

musicians hired.

Over 500 professional musicians showed up for the 3 auditions.

98.5% of musicians believe that music should be just another expressive way to earn a living.



**3**

years of scientific research to conduct

**7**

years of clinical studies.

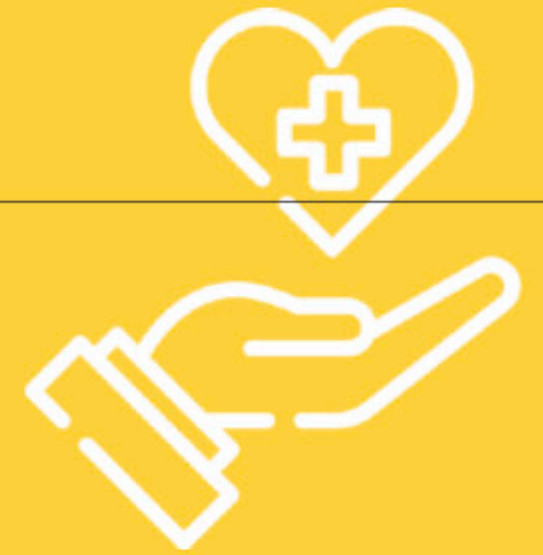
**More than 450 patients** received live music sessions with the aim of improving their hospital stay.

95% of patients said they felt better with live music. 89% of family members feel music should be offered every day.



**Over 95% of surveyed patient relatives and medical professionals** perceive music as something that helps patients improve.

Total sample: 93 patient relatives and 97 medical professionals surveyed.



**3,000+ hours of live music.**

More than 2,200 pieces performed in over 1,300 music sessions.



**33 healthcare professionals** were on the research teams for each clinical trial.

87% of healthcare professionals believe that music had a positive effect on the patients and on themselves.

78% would use live music as a complementary resource in their work.



# AMBULATORY ART: EXHIBITIONS AND CULTURAL MEDIATION\_HOSPITALS







SOROLLA IN A HOSPITAL? EXHIBITION IN PUERTA DE HIERRO  
MAJADAHONDA HOSPITAL (MADRID)





HALLS



WAITING ROOMS



ROOMS

The curatorship and texts of the exhibitions present an innovative point of view, offering a re-reading of the artworks from the perspective of health and well-being.





ART MEDIATION IN A ROOM OF REGIONAL HOSPITAL (MÁLAGA)



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# AMBULATORY ART: EXHIBITIONS AND CULTURAL MEDIATION\_RURAL COMUNITIES

GOYA IN A HOSPITAL? EXHIBITION IN LAS PARRAS DE MARTÍN (TERUEL)





ART MEDIATION IN SOROLLA IN A HOSPITAL? EXHIBITION IN  
SEMPERE (VALENCIA)



# ARTE y ARTS AND SALUD MENTAL HEALTH

Con motivo del Día Internacional de la Salud Mental que se celebra el 10 de octubre, la Fundación Cultura en Vena organiza la jornada y exposición Arte y Salud 2023 en el Museo Nacional Thyssen-Bornemisza con el objetivo de generar diálogo sobre las relaciones entre arte y salud mental, que se podrá visitar del 6 al 22 de octubre, exhibe tres obras maestras del siglo XIX de autores como Peter Paul Rubens, Rembrandt y Dominique Garraud, reinterpretadas digitalmente para una perspectiva del siglo XXI, acerca de lo que siempre es la enfermedad del alma.

Esta exposición es, en definitiva, una aproximación plural y sensible sobre distintos tipos de dolencias y patrones mentales que conllevan una dificultad añadida, la invisibilidad por no encajar en los actuales conceptos de felicidad o de éxito que se imponen desde las redes sociales, las nuevas tecnologías o las convenciones establecidas. Esta muestra y su programa de mediación específico dan un paso más por el camino que ya traza la verdadera salud mental: poder hablar, sin miedo al juicio, de lo que nos pasa.

El Museo Nacional Thyssen-Bornemisza, en tanto que espacio comprometido con la cultura visual contemporánea y con los retos de la ciudadanía, acoge por segunda año consecutivo este proyecto de Cultura en Vena, institución que cuenta con una dilatada trayectoria en las relaciones entre prácticas artísticas, salud y bienestar. Este acercamiento entre los sectores cultural y sanitario se alinea con el reciente marco institucional que promueve la Organización Mundial de la Salud y la Comisión Europea sobre las artes y la salud. «Arts in Health». Así, las instituciones culturales asumen responsabilidad en relación con la salud y el bienestar de las ciudades, y a su vez, el sector sanitario alisa a las artes como aliadas para lograr sus objetivos.

Porque, cada vez más, se puede afirmar que la cultura beneficia seriamente la salud.

On the occasion of *World Mental Health Day* on 10 October, Fundación Cultura en Vena is organising the Art and Health 2023 conference and exhibition at the Museo Nacional Thyssen-Bornemisza, with the aim of generating a dialogue on the relationship between art and mental health. The exhibition, which can be visited from 6 to 22 October, displays three the nine reproductions of iconic works by Peter Paul Rubens, Rembrandt and Dominique Garraud, digitally reinterpreted to facilitate a 21st-century reflection on a series of maladies that were always considered diseases of the soul.

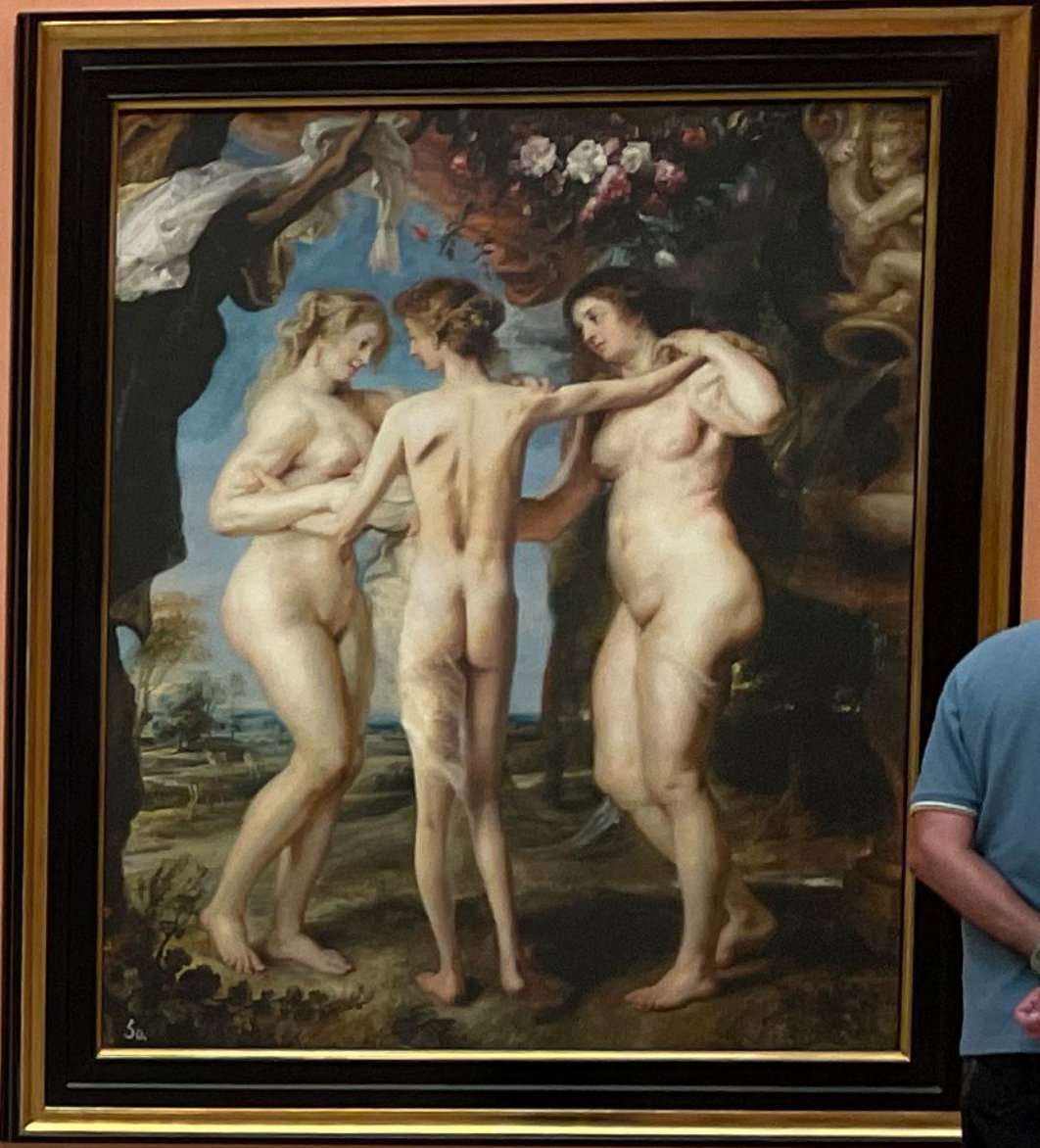
Far from labelling or categorising mental disorders, the purpose of *Arts and Health* is to propose an open and unprejudiced approach to alienated reproductions in to propose an open and unprejudiced approach to the subject, based on empathy and listening. Through digital re-interpretation, *The Three Graces of Rubens* addresses sexual abuse (SJA) and their relationship not only with the pressure of being imposed by the Western canon of feminine beauty, but also with the desire and enjoyment, seeking a perspective that comes from the inside.

In *Rembrandt's Self-Portrait*, personality disorders are explored through a catalogue of different states of the emotions, but the central condition is also represented as a sort of character in a play, taking as a starting point the impossibility of understanding its heterogeneous nature. Finally, *Garraud's Portrait* depicts a person suffering from depression, the

present show offers a plural and sensitive approach to alienated and mental pathologies that involve an added complexity that results from their being at odds with the established conventions of happiness and success imposed by social media, and established conventions. The exhibition and its programme take a further dialogue path that not only suggests the enormous importance of the collective in the alleviation of its effects, but also points to the therapeutic potential of the arts in its prevention and treatment.

*Thyssen-Bornemisza*, as a space committed to the challenges of citizenship and to the challenges of citizenship, for this year hosting this project by Cultura en Vena, a history of addressing the relationship between the cultural and the health sectors is in line with recent institutional initiatives by the WHO and the European Commission.

Thus, cultural institutions assume responsibility for the well-being of citizens, and in turn, the health sector is achieving its goals, ultimately benefitting your health.



ARTS & HEALTH  
Annual Exhibition & Conference  
at the Thyssen-Bornemisza  
National Museum (Madrid)

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2022  
1st edition Arts & Health  
Exhibition & Conferences  
Topic: Breast cancer





2023  
2nd edition Arts & Health  
Topic: Mental Health





2024  
3rd edition Arts & Health  
Topic: childhood and adolescence



**VŮLNERA:**  
CULTURAL  
EXPERIENCES FOR  
HEALTHCARE  
PROFESSIONALS





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# SMALL PATIENTS, GREAT READERS WRITING INCENTIVE PROGRAMME FOR PAEDIATRIC PATIENTS





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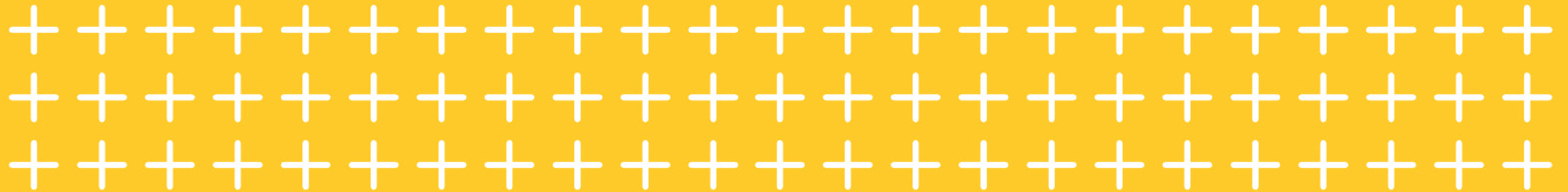
WORKSHOP AT THE HOSPITAL NIÑO JESÚS (MADRID)



# ONCE UPON A VOICE: STORYTELLING FOR PAEDIATRIC PATIENTS







# Culture and health

A call to integrate the arts into public health

This manifesto is more than just a presentation; it is a call to awareness. In a world where mental health is increasingly in the spotlight—especially after a pandemic that underscored the importance of the arts for our well-being—we recognize that health challenges require an integrative approach. This approach should centre the patient and restore balance to a healthcare system that has become overly reliant on technology and pharmacology. To this end, we advocate for an adjunct treatment —not alternative— that, when applied consistently over time, enhances the effects of medical treatments. We are convinced—and, as we will explore, science supports this—that culture truly benefits health.



### Statement by Christopher Bailey

Lead for Arts and Health, World  
Health Organization (WHO) &  
Founding Co-Director of Jameel Arts  
and Health Lab



"At the WHO, we have seen how the arts not only provide comfort and emotional relief but also play a crucial role in improving the physical, mental, and social health of patients and communities. The scientific evidence is clear: integrating artistic practices into healthcare systems can reduce pain, anxiety, and stress, while fostering a more humane and compassionate environment in healthcare settings as well as support the search for meaning and belonging of everyone in any setting. We believe that creative expression is a health behaviour, just like good nutrition and regular exercise. Health is not merely about surviving longer but thriving throughout the life course.

For these initiatives to be effective and sustainable, it is essential to establish a legislative framework that protects and promotes the arts in healthcare and in communities. A healthcare system that fully integrates the arts must be supported by clear public policies and specific budgets to ensure its long-term development.

In Spain, the Cultura en Vena foundation has shown remarkable leadership in this field, actively promoting the positive impact of culture on public health. This Manifesto is a visionary proposal that, with appropriate policies and public and private funding, will allow the arts to become a vital pillar in healthcare, benefiting patients, healthcare staff, and society as a whole."

### LINK TO MANIFESTO

[ENG](#)

[ESP](#)



**THANK  
YOU!**

**La cultura  
beneficia  
seriamente la  
salud**

**Culture  
Seriously  
Benefits Your  
Health**