

ARTS AND HEALTH AUSTRALIA

Healthy People, Healthy Communities – engaging with the Arts

THE ART OF GOOD HEALTH AND WELLBEING

International Arts and Health Conference
exploring best practice policy, programs and research across primary
care, community health, health promotion / medical humanities

www.artsandhealth.org

10 – 13 November 2009 Port Macquarie NSW Australia
Pre-conference workshops / training program 7 – 10 November 2009

Plenary

The American Museum Perspective

Carrie McGee, Community and Access Programs, Museum of Modern Art, New York

The Museum of Modern Art, New York, has a long history relating to art and wellness. In 1944, the Museum opened the War Veteran Art Center devoted to the rehabilitation of veterans. Its goal then was "to discover the best and the most effective ways of bringing about, through the arts, the readjustment of the veteran to civilian life." Today, MoMA continues in the same spirit through its Community and Access programs.

Often in collaboration with healthcare and community organisations, these programs serve diverse audiences including individuals with physical, developmental, or learning disabilities; hospitalised children and adults; homebound individuals; blind and partially sighted visitors; teenage parents; individuals who have been incarcerated; cancer survivors; individuals with mental illness; and people with Alzheimer's disease and their caregivers.

This keynote address will demonstrate how MoMA's access programs, including the world-renowned *Meet Me at MoMA* and spin-off MoMA Alzheimer's Project, positively impacts the physical, intellectual and emotional lives of participants.

Presentation Objectives:

- Understand how visual art organisations can impact community health through programming, audience development, affiliations and education.
- Learn how developing programming for a wide array of audiences, including those with disabilities, can add value to your cultural institution.