

MESOC Final Conference

March 10 · Paris



MESOC

measuring
the social dimension
of culture

Grazia Concilio, Sindy Ghirardi

Politecnico di Milano and University of Valencia



This project has received funding
from the European Union's Horizon 2020
research and innovation programme
under grant agreement No 870935

SUGGESTIVE CASES FROM MESOC



REMINISCENCE AS THERAPY



La caixa dels records. Memòries d'una vida (VALENCIA)

Direct beneficiaries (the experience!): people with cognitive deficit, Alzheimer's patients, early dementia patients

Key benefits: long term memory stimulation, slow down of illness symptoms, memory training, stimulus to the cognitive function, ...



REMINISCENCE AS THERAPY



La caixa dels records. Memòries d'una vida (VALENCIA)

- Started in 2018 inspired by other initiatives already implemented by museum institutions such as the MoMA in New York or the National Gallery of Modern and Contemporary Art in Rome
- The project is carried out by the Ethnology Museum of Valencia advised by specialists in the psychology of aging from the COTLAS Association (Colectivo de Tiempo Libre y Acción Social).
- It is part of the 'Friendly Museums' programme that the Department of Culture is developing with museums and different services of the Provincial Council
- The Ethnology Museum also participates in another experiment «Receta Cultura» related to the prescription of a specific cultural experience for specific patients (towards the creation of a diversified system of the cultural offer for health and well-being)



CINEMATHERAPY IN HOSPITAL (MILANO)

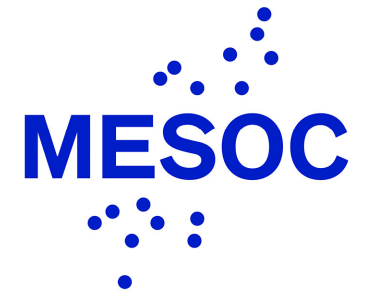


Direct beneficiaries (the experience!): terminal patients, patients with deep pains

Key benefits: stress reduction, psychological well-being, emotion management, sensory rehabilitation of hospitalized patients, people with disabilities and other specific target groups and their care-givers



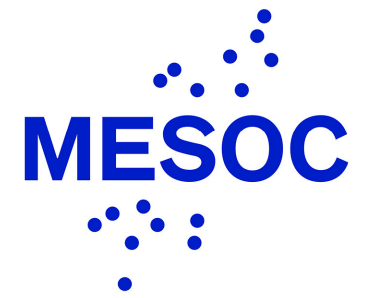
CINEMATHERAPY IN HOSPITAL (MILANO)



- Scaling out/Transfer of a UK twin association (2013)
- Partnership with relevant health-care institutions
- Crowdfunding civico Comune di Milano (70.000 euro)
- Partnership with Cineteca Italiana, Fondazione Don Gnocchi, Regione Lombardia
- Bando Unicredit per service franchising (2018)
- Collaboration with RAI TV
- Covid response: Rakuten TV, free streaming service in hospital



CINEMATHERAPY IN HOSPITAL (MILANO)



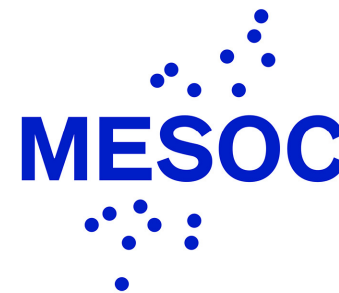
La magia del cinema in Ospedale

23.08.2019

- Scaling out/Transfer of a UK twin association (2013)
- Partnership with relevant health-care institutions
- Crowdfunding civico Comune di Milano (70.000 euro)
- Partnership with Cineteca Italiana, Fondazione Don Gnocchi, Regione Lombardia
- Bando Unicredit per service franchising (2018)
- Collaboration with RAI TV
- Covid response: Rakuten TV, free streaming service in hospital



CINEMATHERAPY IN HOSPITAL (MILANO)



La magia del cinema in Ospedale

23.08.2019

- Scaling out/Transfer of a UK twin association (2013)
- Partnership with re
- Crowdfunding civi
- Partnership with C Regione Lombardia
- Bando Unicredit pe
- Collaboration with
- Covid response: Ra hospital

Niguarda
neighbourhood citizens
enter (happily)
the hospital life



SEEDS FOR A SHARED POLICY BRIEF



A key ignition of the transition is the **cultural experience** (this is particularly evident when health is involved) and this implies:

- Creating new opportunities to innovate, experiment and spread new, alternative impactful cultural experiences
- Guaranteeing equal, wide and diversified access to cultural experiences

Targeting the **different spheres of action along the entire impact production chain** (from culture production sphere up to the action spheres of the impact domain, also including externalities) is relevant for the consolidation of the impact production chain itself



SEEDS FOR A SHARED POLICY BRIEF



Targeting the creation of complex ecosystems/networks involving a diversity of agents: public and private, out of the cultural domain and the impact domains, the beneficiaries, as well as the process «heroes»

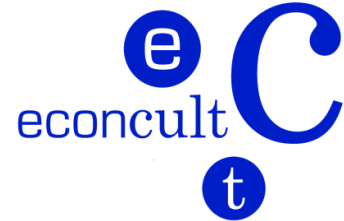
The transformative power of impacts is multiplied by synergies among impacts chains.
More of the same is not enough! : integrated cultural approaches are needed in a complex and systemic vision of welfare



PARTNERS



VNIVERSITAT
ID VALÈNCIA



POLITECNICO
MILANO 1863

DIPARTIMENTO DI ARCHITETTURA
E STUDI URBANI
DEPARTMENT OF ARCHITECTURE
AND URBAN STUDIES



VNIVERSITAT DE
BARCELONA

Relais
Culture
Europe



WORLDCRUNCH



THANK YOU



This project has received funding
from the European Union's Horizon 2020
research and innovation programme
under grant agreement No 870935