

First look. Then talk.

A tailor-made art project: portraits, audio stories and art about mental health, in the places where your people already are.

Why

Traffic was once the number one cause of death among young people. We took action. Now it is suicide. Time to take action again.

Every municipality, school and organisation has figures on mental health. What is missing is a place where people start talking about it themselves. That is what an exhibition does in the place where they already are: the town hall, the library, the canteen, the entrance hall, the street. A portrait with a real story makes the subject visible without anyone having to expose themselves.

114,123

visitors in five branches of the Amsterdam Public Library, October 2023 to May 2024

+32%

more visitors than in the same period a year earlier, measured by GGD Amsterdam (Thrive report 2024)

What it brings your organisation

1. It makes visible what stays hidden

Performance pressure, loneliness, loss, recovery: it is everywhere, but rarely spoken out loud. A portrait with a real story makes the subject something people can talk about.

2. A starting point for the conversation

The opening, the audio at each work and the stories give directors, teachers, coaches and colleagues a concrete reason to have the conversation. Not about policy, but about people.

3. Connection

Portrayed people, administrators, artist, public health service, library or club work on one project. That brings together parties who rarely meet in their daily work.

4. Clarity: where to turn

At the artworks and in the online exhibition we point to local help. Anyone who recognises themselves knows immediately where the next step lies.

How it works

01 · THE INTERVIEW

Tamara Swart talks with someone who speaks openly about his or her mental health: someone from our collection, or a resident, student, member or employee of your organisation. The interviewee approves the text.

02 · THE ARTWORK

An artist (Peter Donkersloot, Irene Hoff, JeeJ, Colette van Ojik) or photographer Brendan de Clercq makes a portrait. Not an illustration of a message, but a face that stays with you.

03 · THE AUDIO

Remke Westerhof edits the conversation into an audio story of a few minutes. Via the QR code next to the artwork, the visitor hears the person themselves.

04 · THE EXHIBITION AND THE CONVERSATION

At the opening, the portrayed people talk with the audience. After that the exhibition stays in your spaces for four to eight weeks. We take care of the whole process.

Three formats

01 · EXPO COLLECTION

From our collection

Together we choose the artworks and stories that fit your theme and audience. Including audio, Expo Kit and a tailor-made digital exhibition page.

02 · EXPO LOCAL

Collection plus your own stories

An exhibition from the collection, supplemented with three new artworks of people from your municipality or organisation: interviewed, portrayed and translated into art and audio.

03 · EXPO LOCAL PLUS

A collection of your own

Five new artworks around the stories of your people, with a digital exhibition of its own, a story collection, photography and a festive opening.

We take care of it

The Expo Kit

Every exhibition comes ready to go:

- artworks, hanging system and presentation
- signs and wall texts
- QR codes and audio
- opening programme and script
- communication material, social media content and press release

Art in, hang it, place the QR codes, organise the opening. Done.

The opening

Not a heavy symposium, but a human gathering: administrator, artist and portrayed person open together, visitors listen and talk. Optionally an artist talk or workshop.

Online expo

A digital exhibition of your own with the artworks, stories and audio, supplemented with links to help and initiatives nearby. Six or twelve months online.

For schools and sports clubs

For schools and clubs we create a tailor-made programme: an exhibition in the assembly hall or canteen, workshops led by an artist, a session for teachers or coaches so that it sticks, and the ICME tool for every young person. Participation is always voluntary. At every workshop a teacher, coach or youth coordinator is present alongside our facilitator. We work with a referral protocol and with 113 Suicide Prevention on all material.

ICME, In Case of Mental Emergency

Everyone knows ICE, the number others call if something happens to you. ICME turns it around: you decide in advance who you call or text when things are not going well in your head. A free tool at mentalhealtharttour.nl/en/icme, no account, in two minutes. At every edition participants take the tool home; for organisations there is a toolkit with posters and texts.

What is already in place

Since late 2023 the Mental Health Art Tour has travelled to places where people come together: A'DAM Tower, A State of Trance, Amsterdam Dance Event, Dutch Design Week, Rotterdam Central Station, football stadiums including De Kuip, libraries in Amsterdam and Rotterdam, the Museum of the Mind, the Stopera and offices of Deloitte among others. We work with GGD Amsterdam and with municipalities such as Amsterdam, Rotterdam and Amstelveen. In Limburg we created local projects with artworks, stories and exhibitions for ten municipalities.

Stories by, among others, Armin van Buuren, Isa Hoes, Dirk de Wachter, Simon Keizer, Imanuelle Grives, Kim Feenstra, Merlijn and Vlinder Kamerling and Mohamedou Ould Slahi, and by residents, students and employees of the places we visited. Always a selection: every edition gets its own stories.

Investment and next step

The price depends on the format, the duration and the number of new stories. Tell us where and for whom, and within a week we send a proposal with a fixed price. Everything we earn is a contribution to Stichting Connecting Chapter for new projects that improve young people's mental health.

Contact

Tamara Swart · 06-81691581 · tamara@hushhour.nl
mentalhealtharttour.nl/en · Instagram [@mentalhealtharttour](https://www.instagram.com/mentalhealtharttour)