

Success Factors for Visual Artists functioning as Health Promoters at a Workplace

– Results from a Swedish case study

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Conclusion

The study resulted in a model with three qualitatively different categories of success factors. The project related experience among the participating staff indicates a health promoting potential, when involving visual artists as health promoters at a

workplace. These experiences were dependent on other contextual and artist related success factors, facilitating communication and intersubjectivity in the project.

Introduction

The interest in relations between arts and workplace related health has increased. The focus has mostly been on the work of arts and health from a disease perspective and to the best of our knowledge the research focusing on relation between the artists and workplace related health from a salutogenic perspective is rare.

Procedure

Case study of a particularly successful project, from the Contemporary Artists in Contemporary Society (CACS) Scania project.

Aim

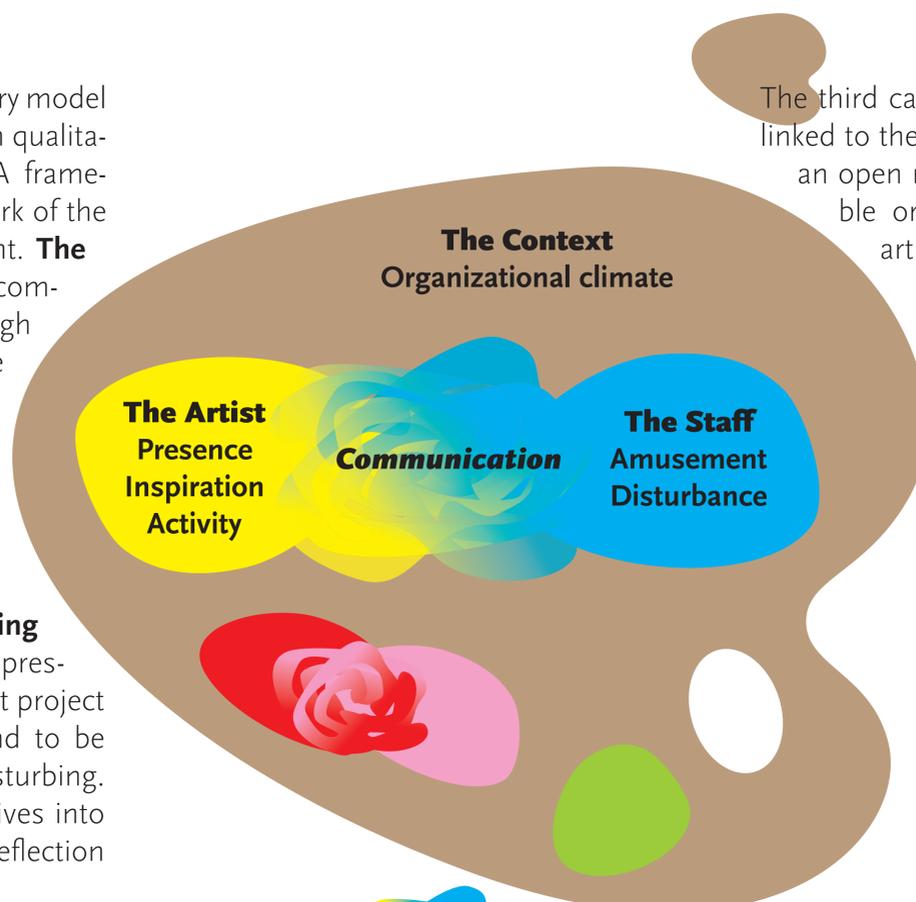
The aim was to identify success factors for visual artists functioning as health promoters at a workplace.

The result

The study resulted in an explanatory model consisting of three categories with qualitatively different success factors. A framework with three criteria for the work of the artists was found to be important. **The artists' presence**, their inspiration coming from the workplace and their high level of activity throughout the project was facilitating the success of the project.

The experience of the **participating staff** was another category. The presence of the artists and the different project related activities were often found to be amusing but also sometimes disturbing. The artists brought new perspectives into the workplace, which facilitated reflection and learning among the staff.

The third category of success factors was linked to the **workplace as a context**, with an open minded and particularly suitable organisational climate, for the artists' presence and activity.



The communication was considered the core, functioning as a bridge between the artists and the staff in this particular context. It seemed as if the positive health related experiences of the staff relied on communication, with mutual construction of intellectual fellowship and project related meaning (intersubjectivity).