

Beneficio salutistico della visita ai musei

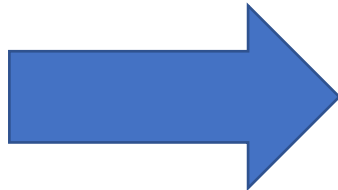
Enzo Grossi
Fondazione Villa Santa Maria,
Tavernerio (Co)



Bergamo, 25 Novembre 2023

Che ruolo deve avere un museo?

Da object
oriented



A experience
oriented

A cura di
Enzo Grossi
Annamaria Ravagnan

Cultura e salute



La partecipazione culturale
come strumento
per un nuovo welfare

 Springer

2013

R

Museums, Health and Well-Being



Helen Chatterjee
and Guy Noble

2013

Il museo come luogo di “diletto”

7

Annamaria Ravagnan, Chloé Dall'Olio

*I musei sono necessari quanto le scuole e gli ospedali in quanto
affinano la sensibilità, stimolano l'immaginazione, educano
i sentimenti e risvegliano nelle persone uno spirito critico e autocritico.*

Mario Vargas Llosa – Premio Nobel per la letteratura 2010

Come i musei promuovono salute e benessere

Esperienze sociali positive che riducono l'isolamento

Opportunità di apprendimento e crescita

Relax e riduzione dell'ansia

Emozioni positive

Più autostima e senso di identità

Distrazione positiva dalla routine clinica

Più comunicazione tra caregivers e pazienti


Perché i musei hanno un potente effetto sulla salute mentale ?

Come dice Renzo Piano:
«C'è un posto in cui perdere la testa. E questo è un museo ..»



Review

Can Museums Help Visitors Thrive? Review of Studies on Psychological Wellbeing in Museums

Marta Šveb Dragija * and Daniela Angelina Jelinčić 

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Musei come ambiente rigenerante



Attention restoration theory
(Kaplan & Kaplan 1989)

- Fascination
- Extent
- Being away
- Compatibility

Museums as Restorative Environments

CURATOR 53/4 • OCTOBER 2010 423



Jan Packer and Nigel Bond

Table 2. Restorative attributes of the environment (0–6 scale with midpoint 3).

	Botanic Garden	Aquarium	Art Gallery	Museum
Fascination e.g., there is plenty to discover here	4.7	4.6	4.5	4.4
Extent* e.g., the elements here go together	4.6	4.3	4.1	4.3
Escape (Being Away)** e.g., when I am here I feel free from work and routine	4.6	4.3	4.2	4.1
Compatibility e.g., the environment gives me the opportunity to do activities that I like	4.4	4.3	4.3	4.3

307 turisti e 274
residenti sottoposti a un
questionario sui
benefici ristorativi di 4
ambienti

Museums & Social Issues

A Journal of Reflective Discourse

Volume 5, 2010 - [Issue 2](#)

Original

Does Viewing Art in the Museum Reduce Anxiety and Improve Wellbeing?

Jennifer Binnie

Pages 191-201 | Published online: 18 Jul 2013

[Download citation](#) <https://doi.org/10.1179/msi.2010.5.2.191>

New Walk Museum, Leicester, UK

.....even a simple viewing of art in the museums decreases anxiety and has a positive impact on wellbeing (the effect is stronger for frequent visitors)

meet me

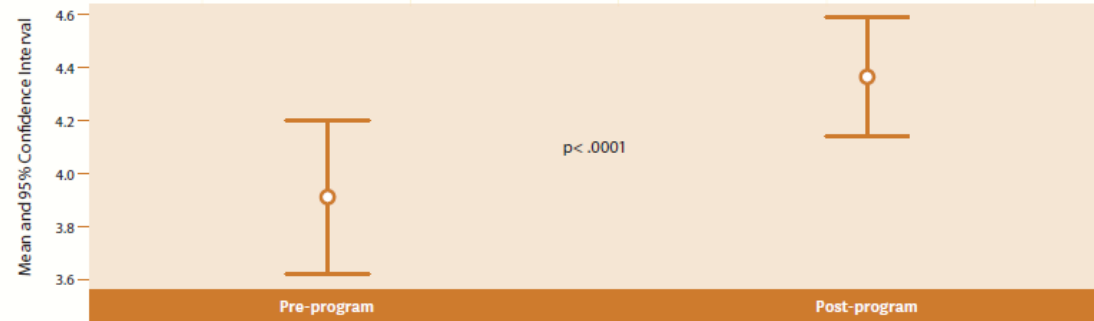
Making Art Accessible to People with Dementia

THE MUSEUM OF MODERN ART

The MoMA Alzheimer's Project:
Making Art Accessible to People with Dementia
Made Possible by **MetLife Foundation**



Mood of Person with Dementia Reflected by Smiley Faces
Comparison of Intake and Immediately after Visit



Five faces from very unhappy (coded 1) to very happy (coded 5)

Smiley-Face Assessment Scale



Very Sad



Somewhat Sad



Neutral



Somewhat Happy



Very Happy

Aging & Mental Health, 2014

Vol. 18, No. 2, 161–168, <http://dx.doi.org/10.1080/13607863.2013.818101>



Viewing and making art together: a multi-session art-gallery-based intervention for people with dementia and their carers

Paul M. Camic^{a*}, Victoria Tischler^b and Chantal Helen Pearman^b

^a*Centre for Applied Psychology, Salomons Campus, Canterbury Christ Church University, Tunbridge Wells, Kent, UK;*

^b*Division of Psychiatry, School of Community Health Sciences, University of Nottingham Medical School, Queens Medical Centre, Nottingham, UK*

(Received 29 March 2013; final version received 15 June 2013)

PEER REVIEW

Museums and art galleries as partners for public health interventions

Museums and art galleries as partners for public health interventions

Authors

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RSPH, FRSA, Professor of Psychology and Public Health; Research Director, Department of Applied Psychology, School of Applied and Social Sciences, Canterbury Christ Church University, Salomons Campus, Tunbridge Wells, Kent TN3 0TG, UK
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Abstract

The majority of public health programmes are based in schools, places of employment and in community settings. Likewise, nearly all health-care interventions occur in clinics and hospitals. An underdeveloped area for public health-related planning that carries international implications is the cultural heritage sector, and specifically museums and art galleries. This paper presents a rationale for the use of museums and art galleries as sites for public health interventions and health promotion programmes through discussing the social role of these organisations in the health and well-being of the communities they serve. Recent research from several countries is reviewed and integrated into a proposed framework for future collaboration between cultural heritage, health-care and university sectors to further advance research, policy development and evidence-based practice.

Art museum-based intervention to promote emotional well-being and improve quality of life in people with dementia: The ARTEMIS project

**Arthur Schall, Valentina A Tesky,
Ann-Katrin Adams and Johannes Pantel**

Geriatric Medicine, Institute of General Practice, Goethe University,
Germany; Frankfurt Forum for Interdisciplinary Ageing Research (FFIA),
Germany

Dementia

0(0) 1–16

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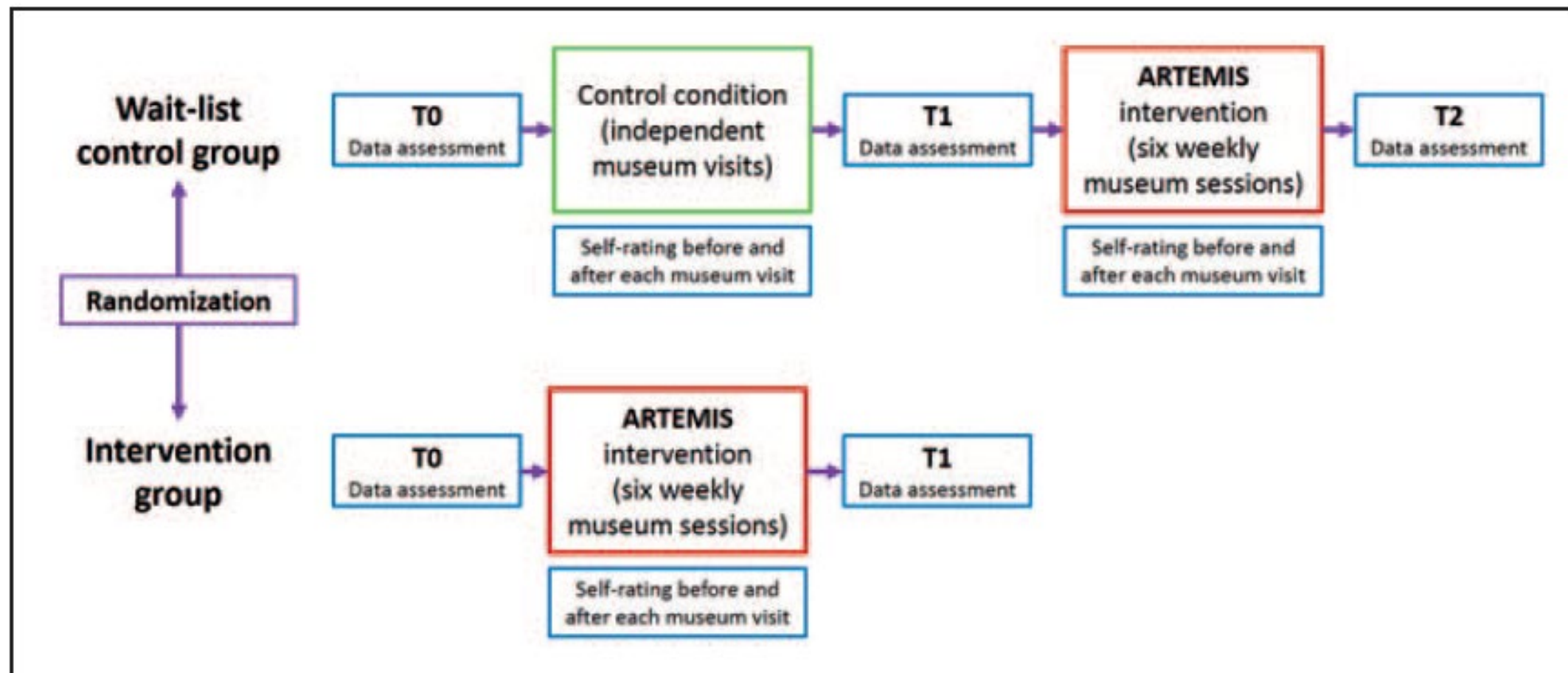
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DOI: 10.1177/1471301217730451

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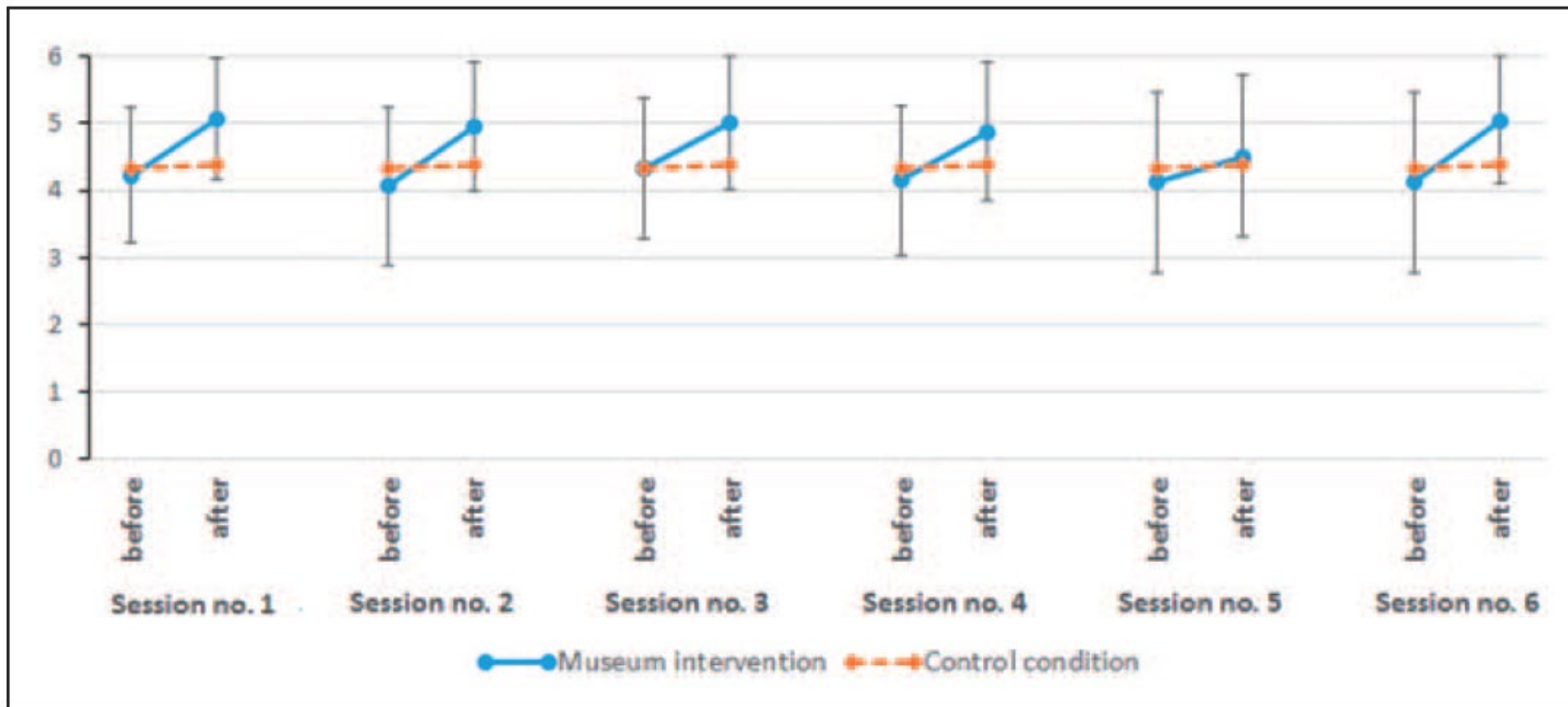
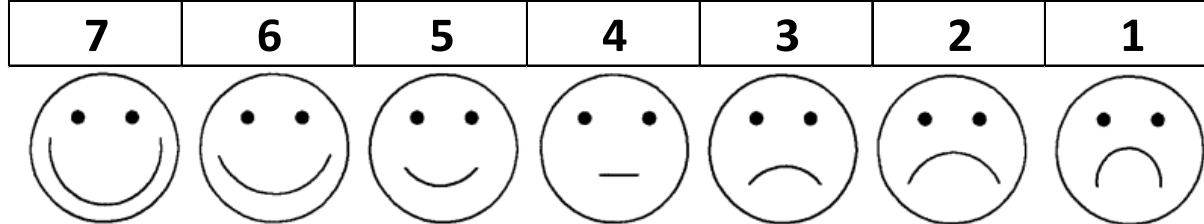


Figure 3. Emotional well-being of people with dementia before and after the museums visits (intervention vs. wait-list control group).

Gli autori concludono:

«I risultati mostrano che gli interventi artistici basati sui musei d'arte sono in grado di migliorare il benessere soggettivo, l'umore e la qualità della vita delle persone affette da demenza. Questo promettente approccio psicosociale merita ulteriore attenzione in studi futuri e considerazione nei programmi di cura della demenza basati sulla comunità.»

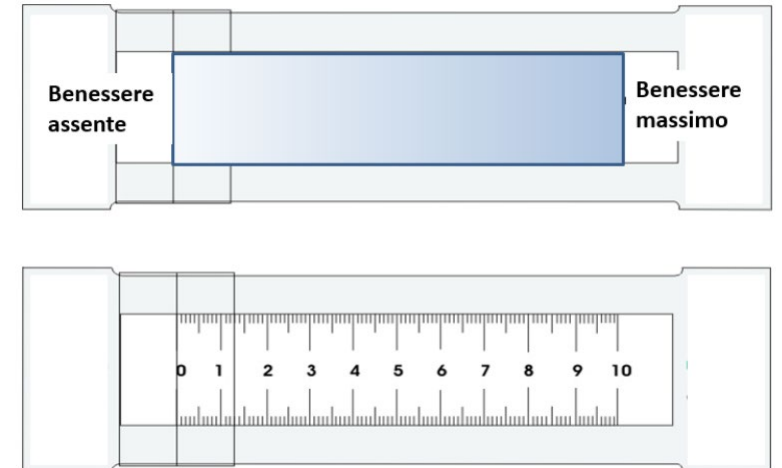
MEASURING HAPPINESS OF SUBJECTS WITH NEURO-PSYCHIATRIC DISORDERS EXPERIENCING ART AND MUSIC: AN EMPIRICAL PILOT STUDY AT THE THEATRE MUSEUM ALLA SCALA IN MILANO.

Enzo Grossi§ Annamaria Ravagnan* Antonia Castelnuovo§

§ Villa Santa Maria Foundation – Tavernerio, Italy

*ICOM Italia Probiviri Committee

Curator, 2023, In press



PARTECIPANTI:

Tre gruppi di soggetti con disabilità mentale di varia eziologia:

6 adolescenti con autismo (età 10-17 anni)

5 adolescenti con psicopatologia (età 12-17 anni)

6 adulti con deficit intellettivo di varia natura (31-62 anni)

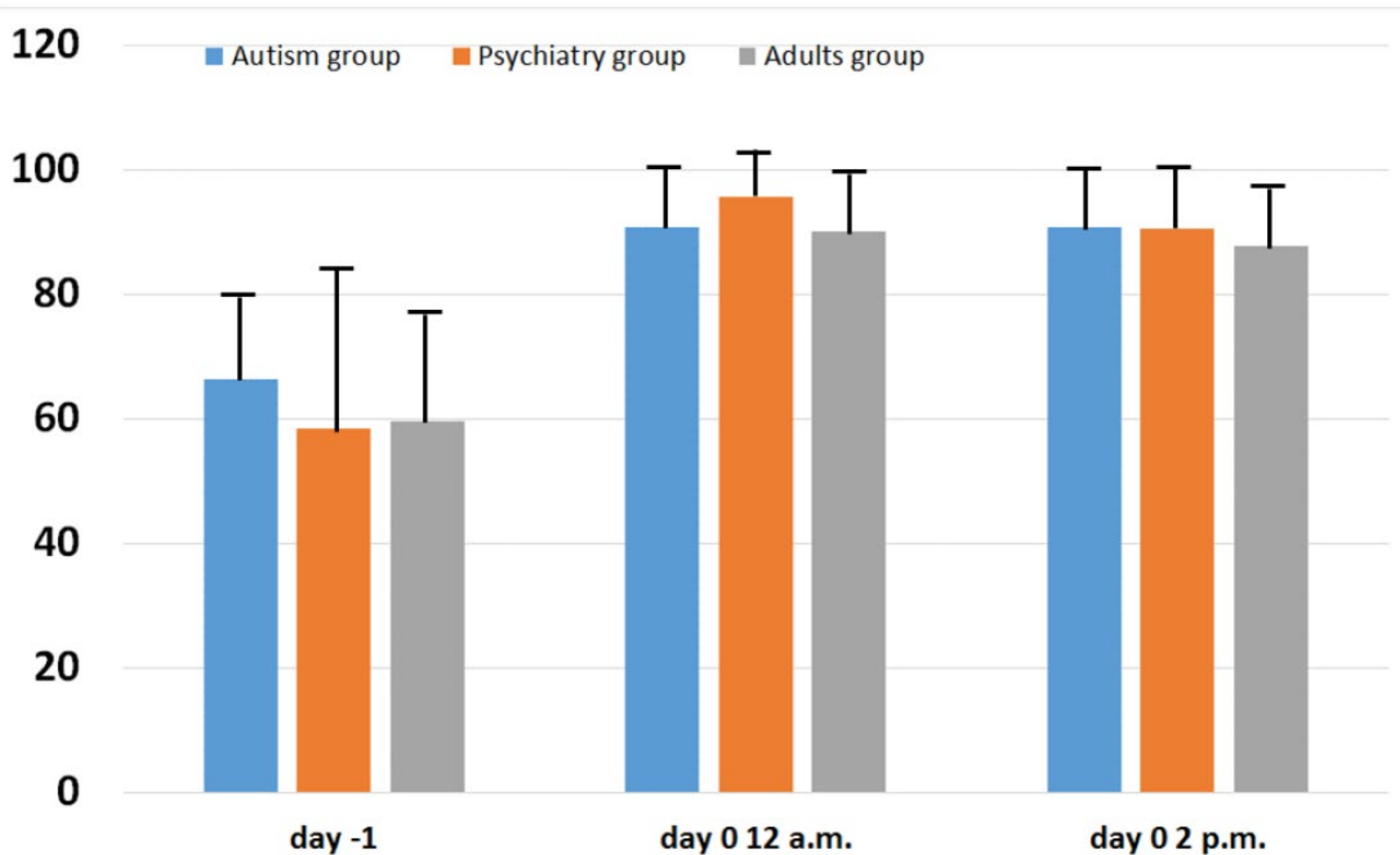
ORGANIZZAZIONE:

➤ vista al museo con affaccio al Teatro

➤ laboratorio Musicale nella sala Esedra diretto dal Maestro Fabio Sartorelli



WELLBEING VAS





OPEN ACCESS

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SPECIALTY SECTION

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Frontiers in Medicine

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Benefits of a 3-month cycle of weekly virtual museum tours in community dwelling older adults: Results of a randomized controlled trial

Olivier Beauchet^{1,2,3,4*}, Jacqueline Matskiv², Kevin Galery², Linda Goossens⁵, Constance Lafontaine⁶ and Kim Sawchuk⁶

¹Departments of Medicine and Geriatrics, University of Montreal, Montreal, QC, Canada, ²Research Center of the Geriatric University Institute of Montreal, Montreal, QC, Canada, ³Division of Geriatric Medicine, Department of Medicine, Sir Mortimer B. Davis Jewish General Hospital and Lady Davis Institute for Medical Research, McGill University, Montreal, QC, Canada, ⁴Lee Kong Chian School of Medicine, Nanyang Technological University, Singapore, Singapore, ⁵Education and Wellness Department of the Montreal Museum of Fine Arts, Montreal, QC, Canada, ⁶Faculty of Arts and Science, Concordia University, Montreal, QC, Canada

Registration
on web platform

Assessed for eligibility
(n=198)

Excluded based on
criteria of selection
N=72 (36.4%)

Randomized
(n=126)

Allocation

Intervention group
(n=63)

Control group
(n=63)

Follow-up

N=60

N=55

Consent withdraw
N=3 (4.8%)

Consent withdraw
N=8 (12.7%)

Dropout
N=7 (11.7%)

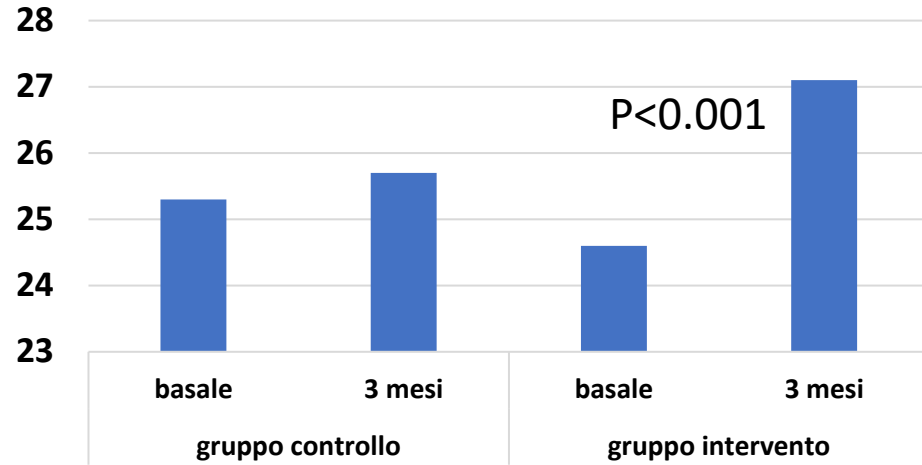
Dropout
N=2 (3.6%)

Analysis

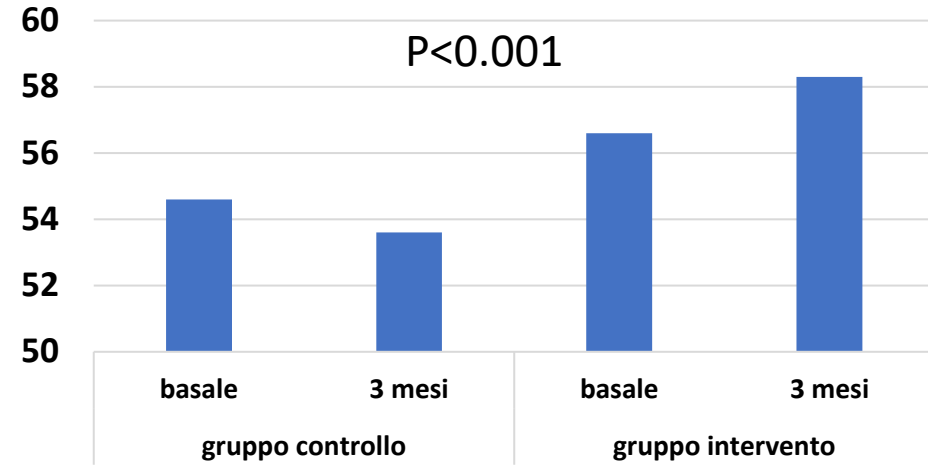
N=53

N=53

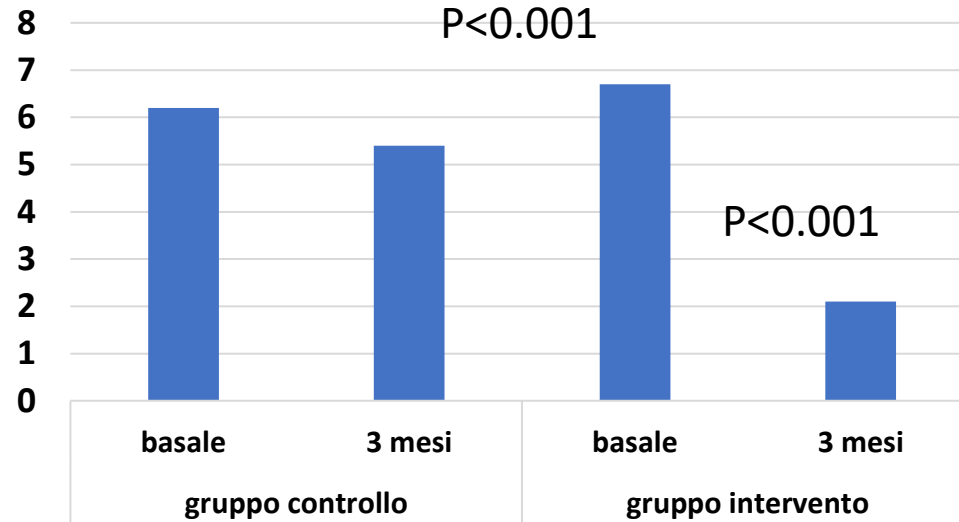
Isolamento sociale



Wellbeing



Fragilità



Conclusioni dello studio

Questo studio randomizzato e controllato suggerisce che un ciclo di 3 mesi di visite guidate virtuali settimanali al Museo delle Belle Arti di Montreal può ridurre l'isolamento sociale, favorire un senso di connessione e, di conseguenza, migliorare la salute mentale e fisica degli anziani che vivono in comunità.

In Canada il medico prescrive visite al museo. Gratuite

2018. Accordo raggiunto tra il Museo delle Belle Arti di Montreal e un'associazione dei Medici Francofoni Canadesi. L'iniziativa ha come obiettivo quello di consentire ai pazienti e ai loro familiari e badanti di godere dei benefici dell'arte sulla salute.



Il modello di art prescribing nel Regno Unito

Model of Social Prescribing as defined by the Social Prescribing Network



Effects of a museum-based social prescription intervention on quantitative measures of psychological wellbeing in older adults

Thomson, L. J., Lockyer, B., Camic, P. M. & Chatterjee, H. J. (2017).

Perspectives in Public Health

10 sessioni settimanali di circa due ore ciascuna comprendente visita al museo guidata, manipolazione oggetti, discussione, e attività artistiche ispirate dalle opere esposte, per gruppi di una decina di persone

Pre-session

- Absorbed
- Active
- Cheerful
- Encouraged
- Enlightened
- Inspired

Post-session

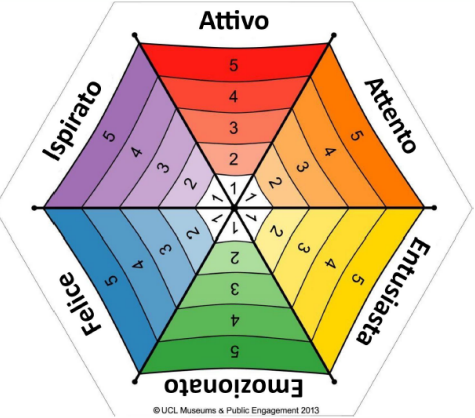
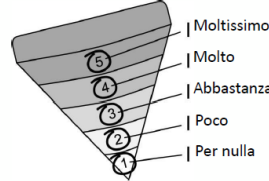
- Absorbed
- Active
- Cheerful
- Encouraged
- Enlightened
- Inspired



OMBRELLINO POSITIVO DEL BENESSERE

Generale

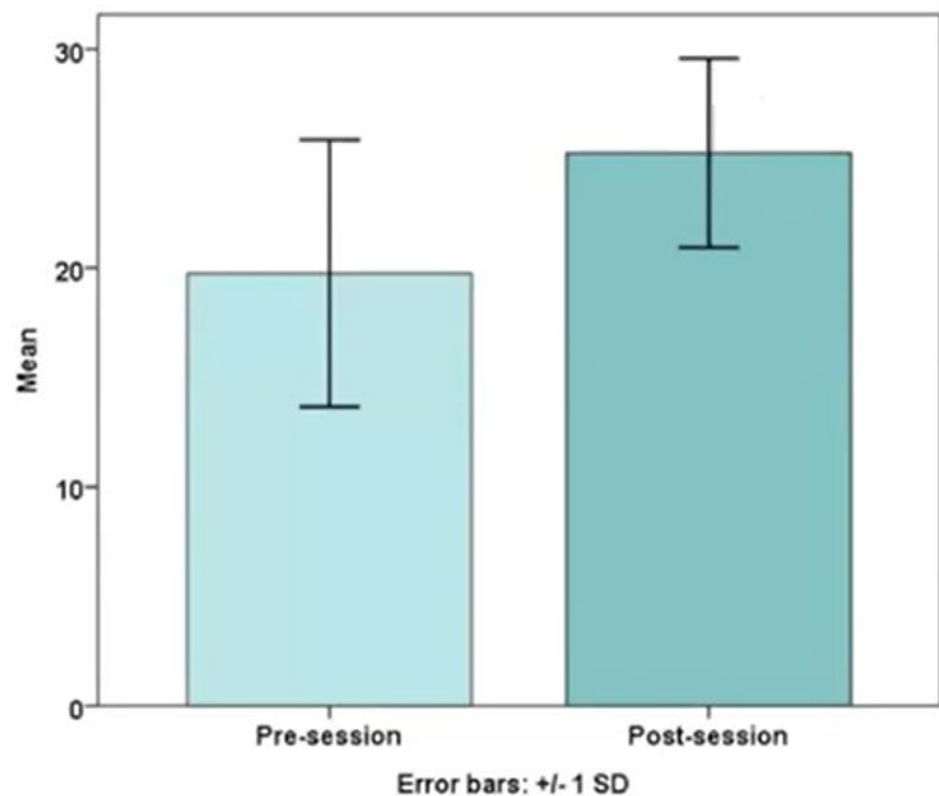
Sul bordo dell'ombrellino sono stampate sei parole che indicano un'emozione o uno stato d'animo. Indicate quanto intensamente provate quell'emozione o quello stato d'animo cerchiando un numero da 1 a 5. Ad esempio, se vi sentite abbastanza attenti, cerciate 3. Dal basso verso l'alto: non mi sento per niente... (es. attivo), mi sento poco... (es. attento), mi sento abbastanza (es. entusiasta), mi sento molto... (es. emozionato), mi sento moltissimo... (es. felice).



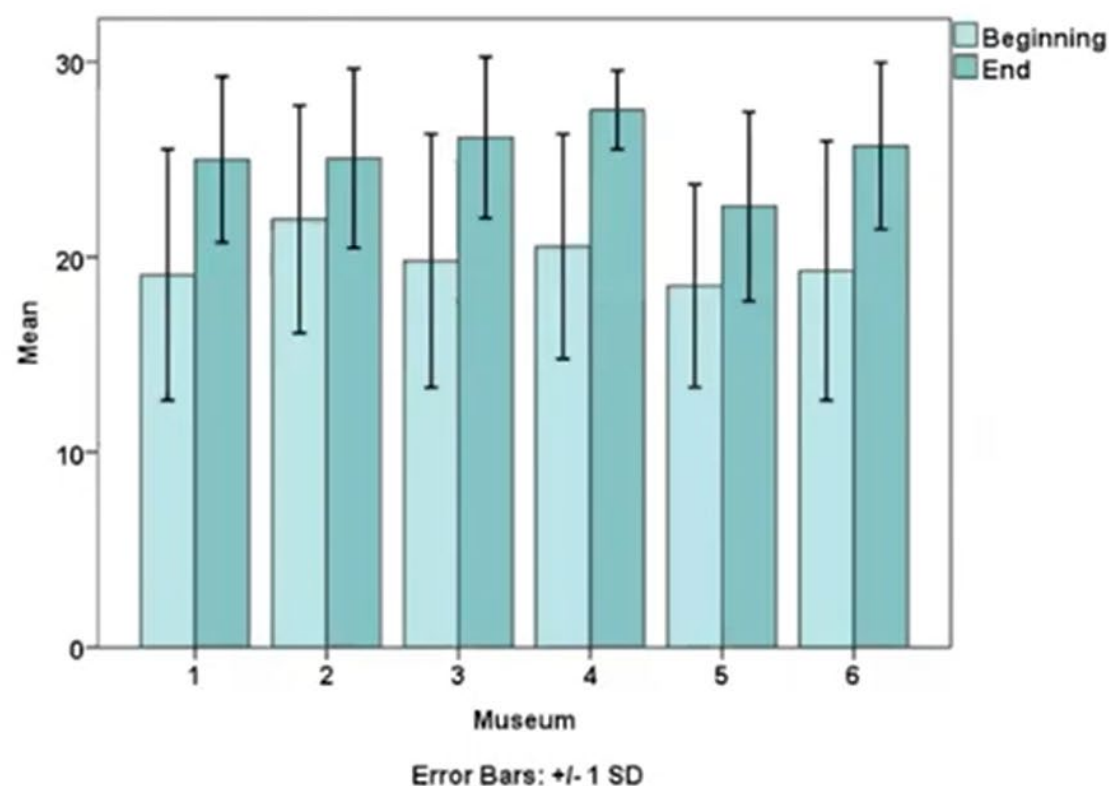
© UCL Museums & Public Engagement 2013

UCL Museum Wellbeing Measure

Psychological wellbeing (n=115; after 10 weeks)



Mean scores for pooled museums



Mean scores for individual museums

Thomson, L. J., Lockyer, B., Camic, P. M. & Chatterjee, H. J. (2017). Effects of a museum-based social prescription intervention on quantitative measures of psychological wellbeing in older adults. *Perspectives in Public Health*. DOI: <https://doi.org/10.1177/1757913917737563>

Measuring the Public Value of Finnish Museum Experiences

John H. Falk

Nicole Claudio

David Meier

Institute for Learning Innovation

January 20, 2023


8 MUSEI; 2000 partecipanti all'inchiesta

RISULTATI

- Dopo aver quantificato il guadagno di benessere in termini di durata e intensità, con la tecnica willingness to pay si è misurato il valore economico attribuito dai partecipanti al guadagno di benessere percepito dalle visite museali.
- In media, il valore in termini di maggiore benessere che un visitatore di uno di questi otto musei finlandesi ha sperimentato è stato di 864 euro per individuo.
- Valore economico intangibile generato da ogni museo= 230 milioni Euro all'anno



Visits to figurative art museums may lower blood pressure and stress

Stefano Mastandrea^a, Fridanna Maricchiolo^a, Giuseppe Carrus^a , Ilaria Giovannelli^a,
Valentina Giuliani^a and Daniele Berardi^b

^aDepartment of Education, Roma Tre University, Rome, Italy; ^bDepartment of Cardiology, Sapienza University of Rome, Rome, Italy

Museo arte moderna, Roma
77 Studenti universitari suddivisi
random in tre gruppi:

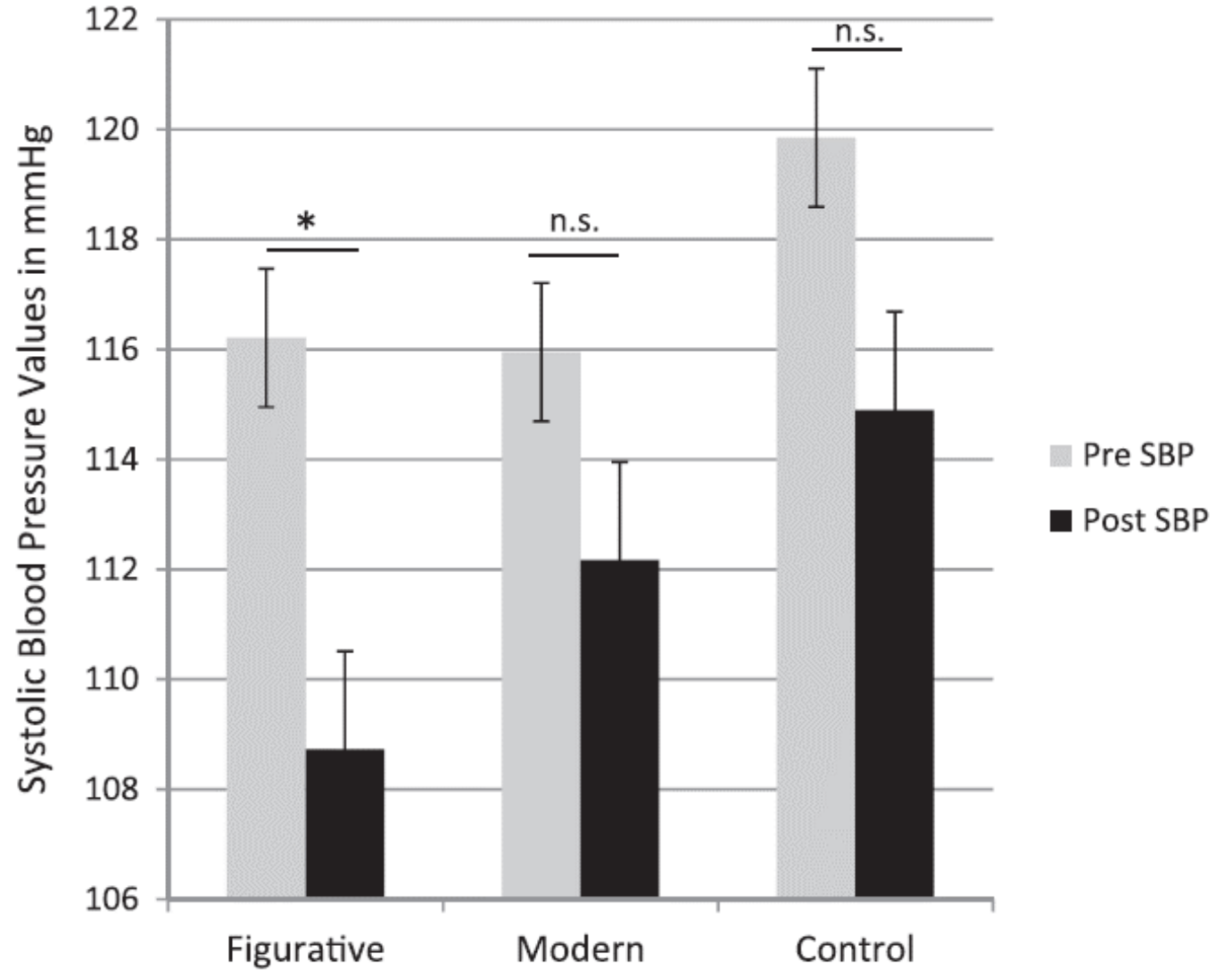
- Visita uffici;
- Visita collezione figurativa XIX secolo
- Visita collezione moderna XX secolo.



la Repubblica

Arti visive. Guardare un'opera, così come disegnare normalizza il battito cardiaco, la pressione, il cortisolo. Combatte depressione e stress. I neurologi hanno visto cosa succede nel cervello

**Questo quadro
mi fa bene
al cuore**



Determinanti del benessere psicologico individuale nelle aree urbane e rurali in Italia: uno studio prospettico 2008 - 2018

Giorgio Tavano Blessi, Federica Viganò, Enzo Grossi, Alice Lomonaco

The determinants of individual psychological well-being in urban and rural areas in Italy: a prospective study 2008 - 2018

This contribution intends to present the possible elements that determine the sphere of individual psychological well being in the urban and rural dimension. Starting from the evidence with respect to the different specificities of the previous dimensions, at territorial, economic and social, and highlighting the main determinants of individual well-being as they emerge from the analysis of the literature, the elements will be provided that the individual psychological state of well-being (or distress). Through the analysis of the data collected thanks to two statistically significant surveys conducted at the Italian level in 2008 and 2018 it will be possible to verify both the incidence of the different variables and how these

Research

Open Access

Development and validation of the short version of the Psychological General Well-Being Index (PGWB-S)

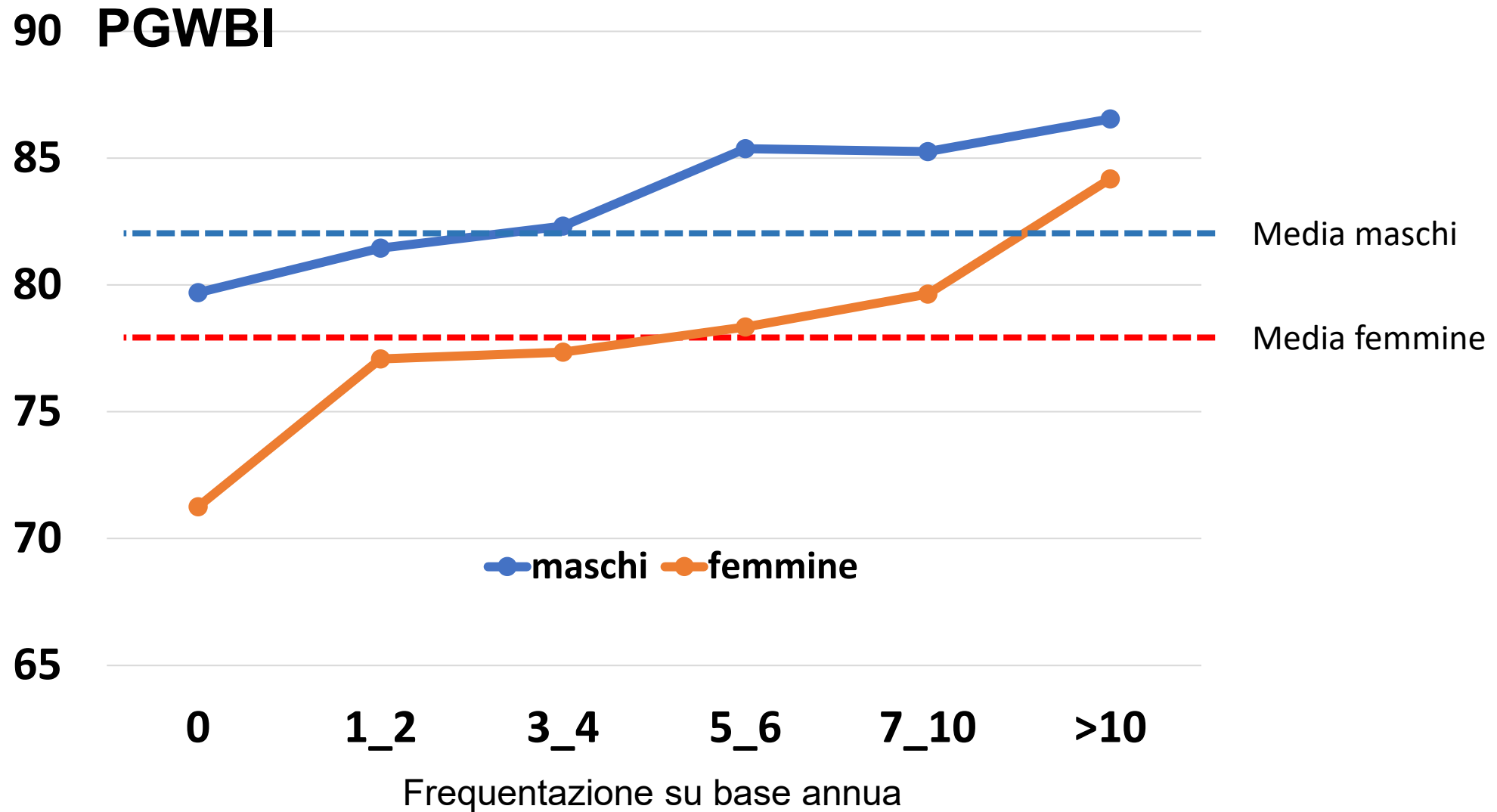
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* Corresponding author

Frequentazione Musei 2018, Italia

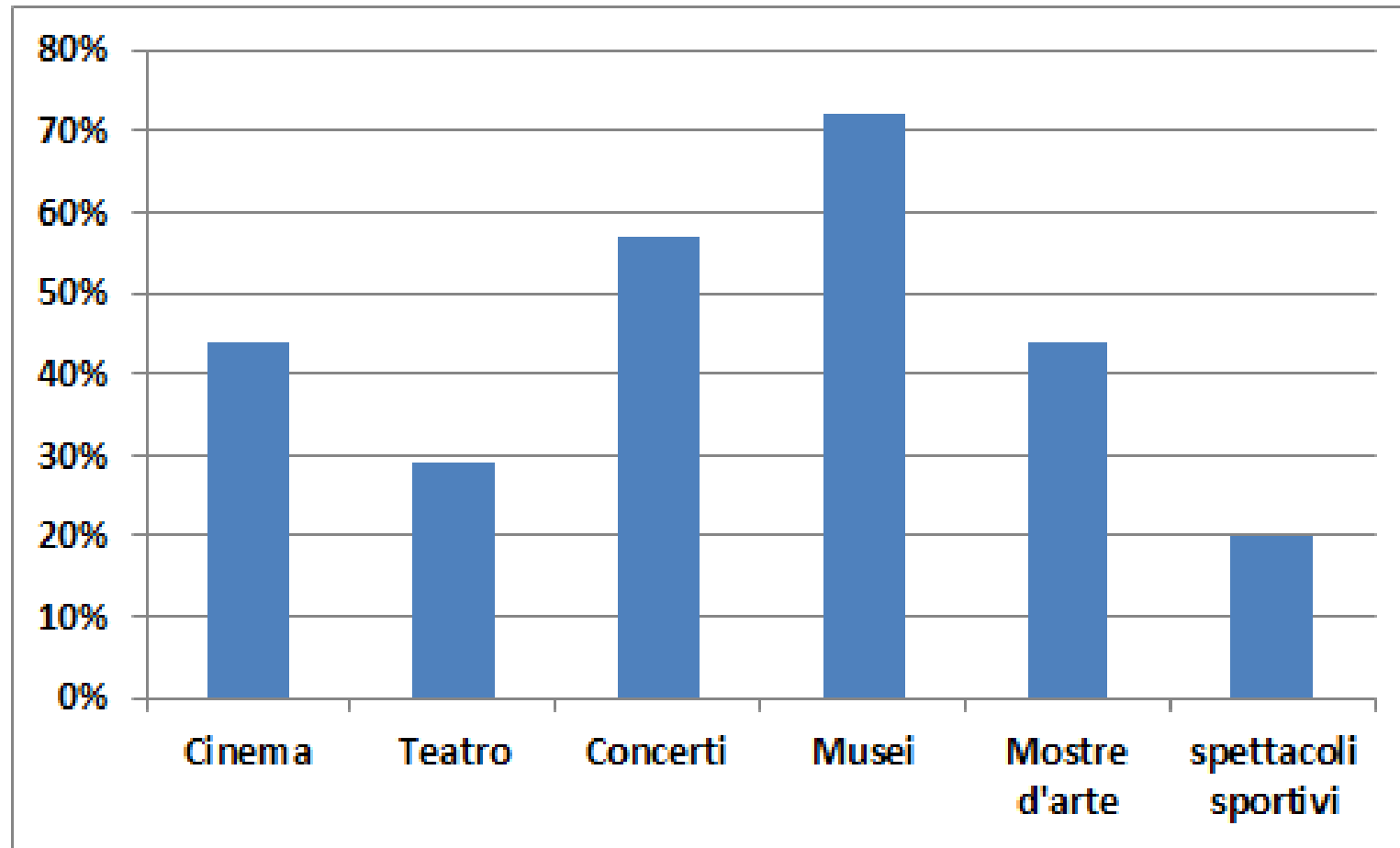


Visiting the cinema, concerts, museums or art exhibitions as determinant of survival: a Swedish fourteen-year cohort follow-up

Boinkum B Konlaan¹, Lars O Bygren¹ and Sven-Erik Johansson²

¹Department of Social Medicine, University of Umeå, Umeå, Sweden and ²Statistics Sweden, Department of Welfare- and Social Statistics, Stockholm, Sweden

Rischio aumentato di mortalità per i non frequentatori



Musei: sommario benefici mentali e fisici

- Effetti a breve termine
 - Potere rigenerativo
 - Riduzione ansia
 - Aumento benessere psicologico percepito
 - Riduzione isolamento sociale e della fragilità
 - Miglioramento qualità di vita in soggetti con demenza
 - Riduzione pressione arteriosa
- Effetti a lungo termine
 - Miglioramento benessere psicologico di stato
 - Miglioramento atteggiamento prosociale
 - Protezione da morte prematura

PROSPETTIVE FUTURE

Sviluppi tecnologici per misurare emozioni in tempo reale basate su AI

Analisi dei micromovimenti dei muscoli facciali ed espressione facciale attraverso AI



Le sei espressioni facciali emozionali universali di Paul Ekman, 1972



Neutral



Sadness



Fear



Anger





Affective Guide for Museum: A System to Suggest Museum Paths Based on Visitors' Emotions

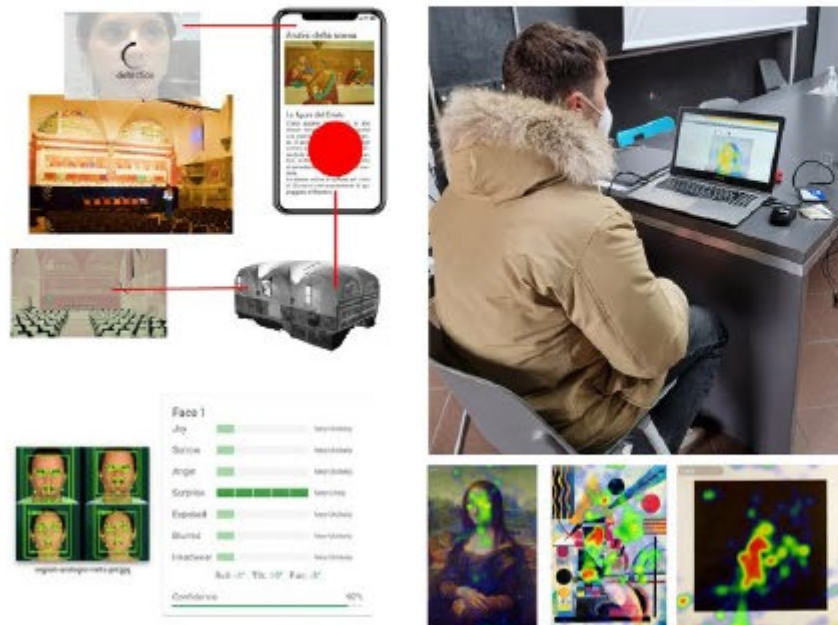
Alex Altieri¹, Silvia Ceccacci¹ (✉), Luca Giraldi², Alma Leopardi¹, Maura Mengoni¹,
and Abudukaiyoumu Talipu¹

¹ Department of Industrial Engineering and Mathematical Sciences, Università Politecnica
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The Emotion Detection Tools in the Museum Education EmoDeM Project

Paola Puma, Dept. of Architecture, University of Florence,
Giuseppe Nicastro, Dept. of Architecture, University of Florence,

PHASE 1 ——— **lab testing** ——— **PHASE 3**
 PROJECT BACKGROUND EYE TRACKING TEST
HerVIST Lab HerVIST Lab



PHASE 2 ——— **field testing** ——— **PHASE 4**
 OUTDOOR TEST INDOOR TEST
Castelnuovo di Garfagnana Murate Art District - Florence



CONCLUSIONI

- Le evidenze scientifiche oggi disponibili sostengono il concetto che andare al museo fa bene alla salute mentale e fisica.
- E' possibile quantificare il valore economico intangibile di questo effetto a riprova del fatto che la cultura genera valore economico.



Caravaggio è meglio del Prozac

**I musei fanno davvero
stare meglio?**

SI' !

