

06.04.2017 - 25.06.2017

# INTENSIVE CARE: ARCHITECTURE AND DESIGN IN HEALTHCARE

Bureau Europa, platform for architecture and design, presents Intensive Care: Architecture and Design in Healthcare. This exhibition explores the healthcare challenges that await us in the 21st century from different perspectives and design disciplines.

In the 19th and early 20th century, architects and urban designers played an influential role in the fight against infectious diseases, such as cholera and tuberculosis. They contributed to a 'hygiene wave' through their designs for the construction of water sewage systems and inner-city green spaces. In this exhibition, healthcare innovations and the spatial translation thereof are historically traced one-on-one.

What healthcare challenges await us in the 21st century? This exhibition surveys what we actually consider care, for ourselves and our community, and in which environments care is applied. The prosperity of western welfare states has led to a demographic peak, implicating a multiplicity of economic and ethical issues – psychological social issues, such as loneliness and depression, and ethical social issues, such as prioritising life quality over life duration. We examine the impact, enabled by technology, of new ways of organising healthcare, from the rise of 'the quantified self' to preventative health care, and from the migration of diseases to privatisation in the pharmaceutical industry.

For the coming year, Bureau Europa is focusing on how healthcare is managed, both as social issue and a spatial undertaking. Indeed, Limburg is the care region of the Netherlands.

My grateful thanks go to all the designers, architects, and artists involved in this project;

Melanie Bonajo Special Projects Oliver Sutherland Social Label
Novartis Pavlok Revital Cohen en Tuur van Balen Behavioral Technology
Group Deane Simpson with Studio Joost Grootens dr. Ike Kamphof en dr.
Ruud Hendriks of Maastricht University Molenaar&Bol&VanDillen Architecten
Natsuki Hayashi Social Label Chris Kabel Tom Loois VANDER-SALM architectuur Piet van Veen with Architectenbureau Mulder van Tussenbroek Ernst van der Hoeven with Bart Gorter Geert Mul OMA
Alexa Karolinski Ingo Niermann Qineto Bonnema Architecten merged with
De Zwarte Hond JO/Office Jarrik Ouburg, Studio Samira Boon en Luuc Sonke
Paulien Bremmer Architecture + Urbanism and OJO/Office Jarrik Ouburg
Thought Collider Frank Kolkman Pinar&Viola Fuseproject Vincent
Thornhill and Erik Vlemmix Albergo Rosa Circus Engelbregt and others.

Saskia van Stein Director Bureau Europa, platform for architecture and design April 2017 ■ VINCENT THORNHILL & ERIK VAN VLEMMIX, Universe of Care – 04

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- ALEXA KAROLINSKI & INGO NIERMANN, Army of Love
- ALBERGO ROSA, Table Tableaux or The Act of Letting a Person Into Your Home?
- SOCIAL LABEL, Various works
- CHRIS KABEL, Blue Sky Lamp
- GEERT MUL, Natureally
- FINNISH STATE, Finnish Baby Box
- BEHAVIORAL TECHNOLOGY GROUP, Pavlok
- **♥** VARIOUS MASKS
- DIY HEALTH DIAGNOSTICS, Various products and services

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- ODE TRADING, ODE
- QINETO, Qbi

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- OMA (Office for Metropolitan Architecture), Maggie's Center
- VANDERSALM ARCHITECTUUR, Chemo Garden
- ERNST VAN DER HOEVEN WITH BART GORTER, Warp Woof Weft
- PIET VAN VEEN WITH MULDER TUSSENBROEK ARCHITECTEN, Xenia Hospice
- DEANE SIMPSON & STUDIO JOOST GROOTENS, Young Old: Urban Utopias of an Aging Society
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- PINAR&VIOLA, Healing Prints
- FOUR THIEVES VINEGAR, Free Medicine for Everyone
- NOVARTIS CAMPUS BASEL
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- NATSUKI HAYASHI, Visor Hood/Couple Hood
- MELANIE BONAJO, Progress vs Regress

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## THE UNIVERSE OF CARE

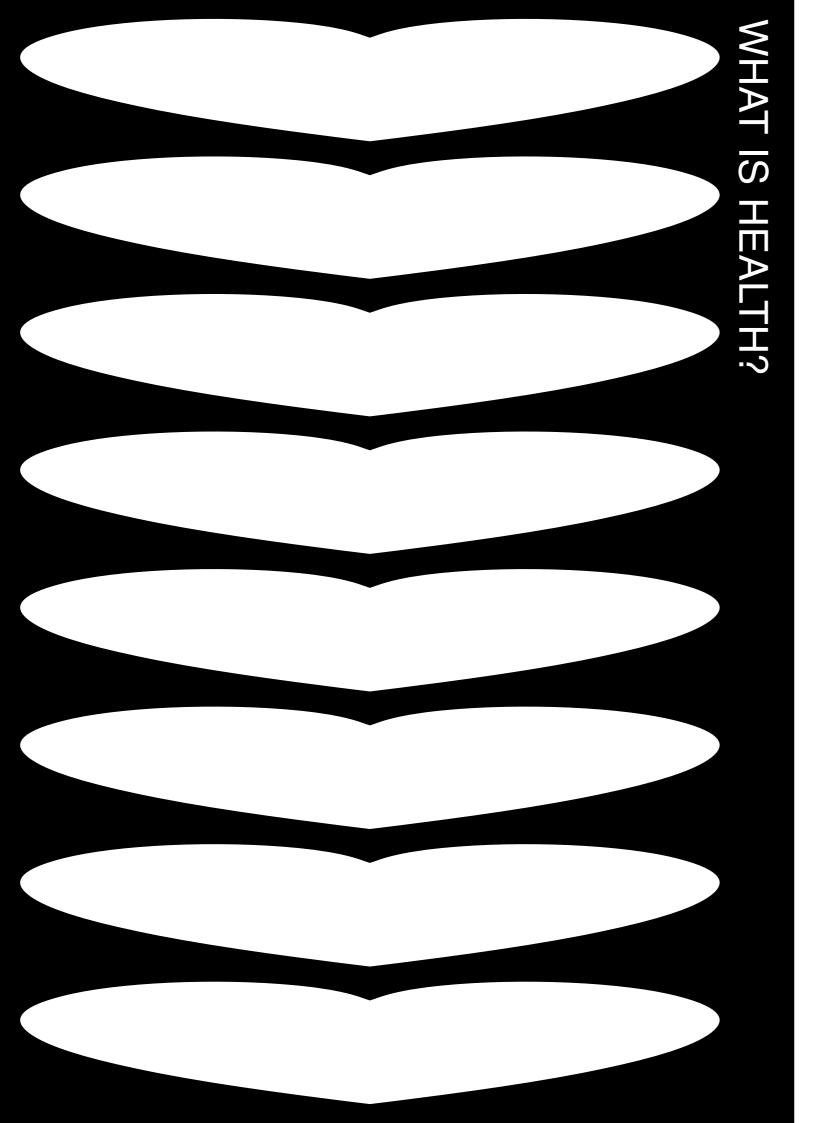
A dome-like environment, or perhaps a hive, where white coats rustle, machines hum, and feet pad softly along pastel corridors. Plants are strategically placed and vistas to the greenery outside unfold left and right. The light is carefully set to a transparent, atmospheric glow. There are halls with cleverly arranged seating areas, recreational rooms, dreamy dorms, and private spaces. The people speak softly, kindly, knowledgeably; they know what they are doing – they are the magicians, the machines, and the performers in this theatre, and you are their object of tacit consent. Intently, they look at you, in you, through you; and you look with them. You are in the universe of care.

You might consider leaving, after all, you feel fine; all bodily functions are in order, your mind is sharp: you look for the exit. You find other corridors, maybe less comforting in design but clean and bright nonetheless. You walk outside through a doorway, but it resembles the inside: well-kempt shrubs, lawns extending into the distance, strategically placed benches. You can still hear the drone of machines, the soft-spoken voices, the quiet cacophony of a social system, a machine-like milieu, and an economy at work. Your life is at stake; it is prolonged and scrutinised as you wander through an endless maze. You cannot leave the universe of care.

In the Northern European context, one spends their entire life as part of this universe, taking on different roles and occupying various positions. But from the moment you are conceived, you are here – as a care provider, a caretaker, and a healthcare user; as a participant in a healthcare programme; as a consumer of medicine to heal or to control your body; as a future elderly person with a stake in the aesthetics of being old; as a taxpayer or an investor in the healthcare industry, both lucrative and precarious; as a consumer of the healthcare machine's smaller or larger crumbs; as a participant in the economy, in the machinery; as part of the omnipresent ceaseless humming – always here, in the universe of care.



● 1 —UNIVERSE OF CARE Vincent Thornhill en Erik Vlemmix Text: Philippine Hoegen Duration: alternating English 4 minutes, Dutch 4,5 minutes 2017



What is the definition of health? In 1948, the World Health Organization (WHO) formulated it as follows: 'Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.' Nevertheless, it is common in the medical world to define health on the basis of diseases and disorders. Someone who is unwell is not healthy; and whoever is not healthy, must be cured. This explains the strong focus on treatment and medication in the medical profession and society as a whole. This applies to physical healthcare and also mental healthcare, where drugs and therapies now represent the highest impact on costs.



■ 2 —ALEXA KAROLINSKI & INGO NIERMANN Army of Love Duration: 40 minutes

2016



■ 3 — ALBERGO ROSA
Table Tableaux or The Act of Letting a
Person Into Your Home
2016

www.who.int/about/mission/en/

Individually, we all like to keep control of our health. Health is measurable, so we preventively check our bodies regularly via primary and occupational healthcare and – if we have the money – with expensive body scans at German health institutes. At home, we monitor our health using tests, heart rate monitors, and blood pressure gadgets. We take extra vitamins, wear pedometers, and exercise to keep our bodies healthy.

But are the vast majority of people who suffer from a medical condition – from the small and insignificant to the major and far-reaching – actually unhealthy? Other factors are not as important for our wellbeing and our health, such as spirituality, social contacts, hobbies, exercise, intellectual development, and one's capacity for self-determination.



◆ 4 — SOCIAL LABEL Various works





● 5 — CHRIS KABEL Blue Sky Lamp 2014



● 6 — GEERT MUL Natureally 2016

▼ 7 — FINNISH STATEFinnish Baby Box1938 – ongoing



♥ www.totalbodyscan.nl/klinieken/

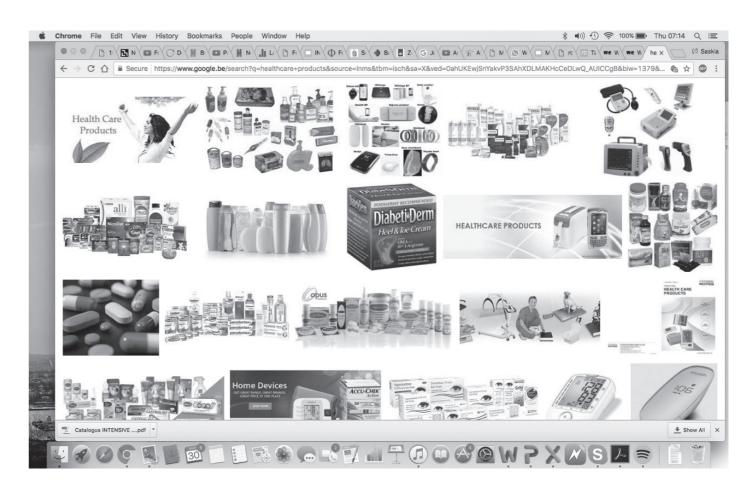


● 8 — BEHAVIORAL TECHNOLOGY GROUP Pavlok 2014

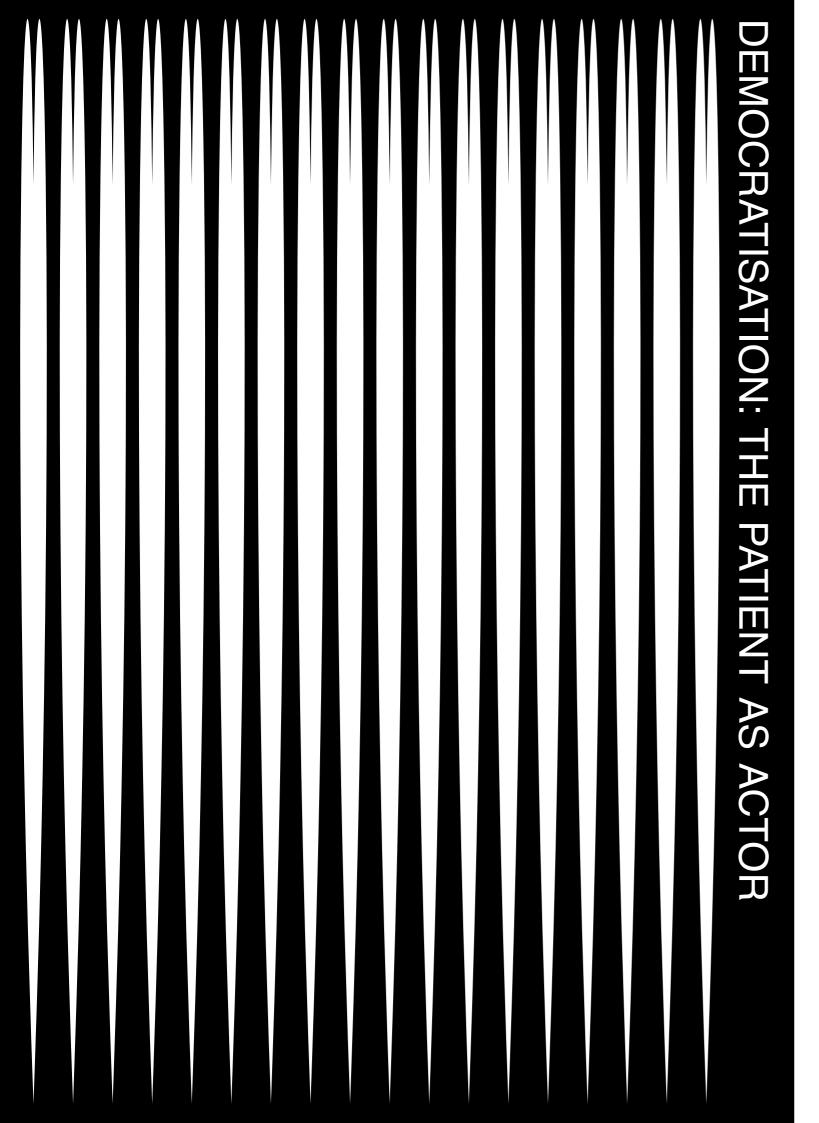


● 9A —VARIOUS MASKS 2017

There are, nonetheless, alternative definitions for health. In Australian Aboriginal culture, health is not only the individual's physical health; it is the entire community's social, emotional, and cultural wellbeing. Similarly, there are alternatives in the Western world. One example is the principle of Positive Health, developed by the physician and researcher Machteld Huber: 'Health is the agency to adapt and implement your own circumstances in light of life's social, physical and emotional challenges.'



● 9B — DIY HEALTH DIAGNOSTICS Various products and services 2017

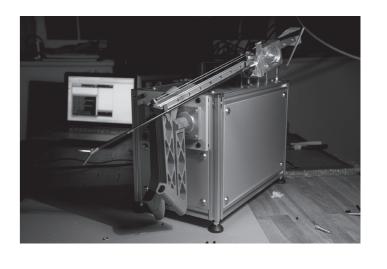


Relations in the world of care are shifting. Formerly, the doctor, nurse, and patient were in a hierarchical relationship. Patients relied on the doctors' expertise and accepted their authority in the same way he or she agreed to the authority of a police officer, notary, or judge. The nurse determined how the patient's care unfolded.



 $\pmb{\psi}$  "OpenSurgery installation shot: OK Offenes Kulturhaus, Center for Contemporary Art, Linz / AT, 2016. Photo: Otto Saxinger"

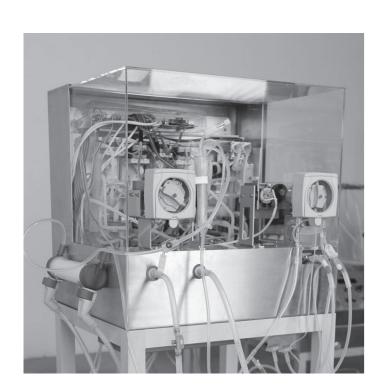
● 10 —FRANK KOLKMAN Open Surgery 2015



Increasing self-determination characterises our era. We are taking control of all areas of our lives, not least our health. Information technology makes available huge amounts of knowledge and data previously exclusive to medical professionals. Doctors and nurses continue to be experts in the care process, but the position and role of the care recipient are changing. In the Netherlands, second opinions are covered by health insurance, and the patient can choose from specialised care at home and abroad. Market forces also play an increasingly important role. Sometimes the patient independently looks for different approaches, in alternative circuits or networks, forums, or peer patient groups. This can lead to experimental methods, which are sometimes ineffective or even harmful, but sometimes, these quests can contribute to the development of new therapies.

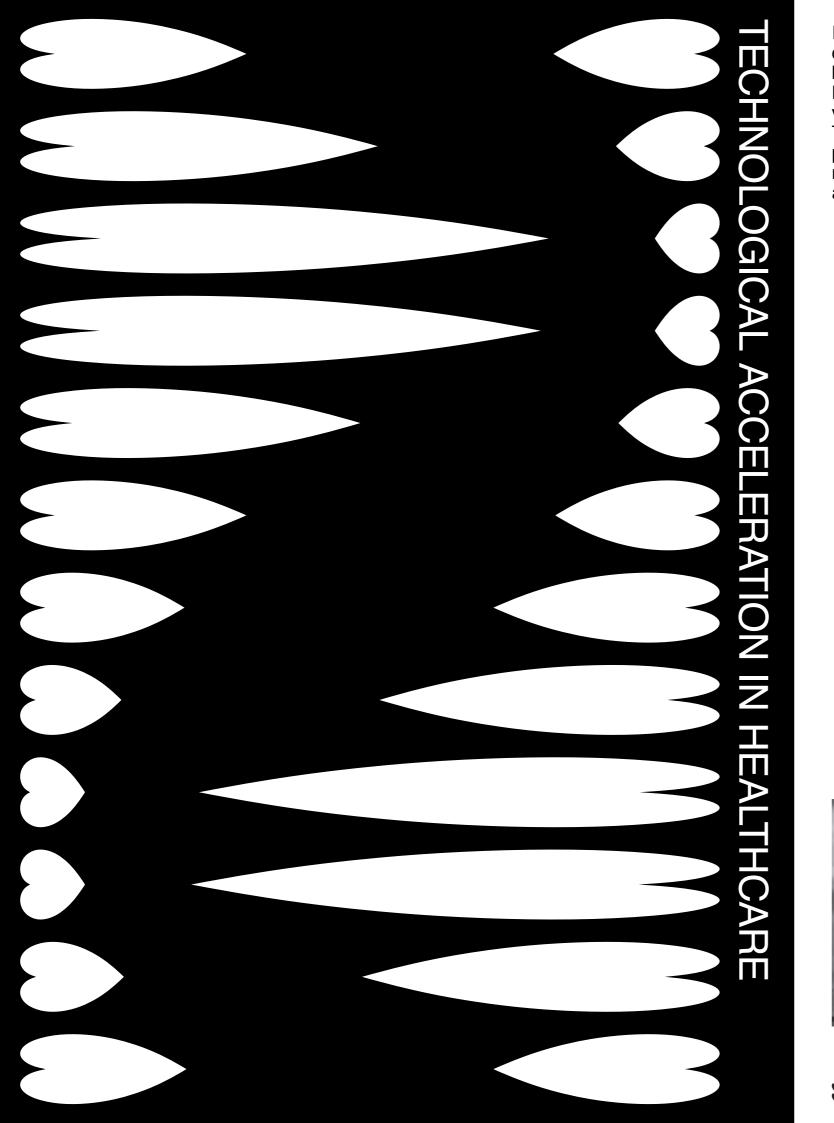
Healthcare end-users are becoming more demanding. They actively shape the care process, making it their own responsibility. Who offers the best care for the best price? The care recipient is thus increasingly developing into a care consumer in a complex world of legislation and competing insurers, manufacturers, and professionals. Does the healthcare consumer's freedom of choice equate to the emancipation of the individual? Or is it a disguised saving from the patient making their care programme in a way similar to an IKEA cupboard – without the help of professionals? In an open market of healthcare, is the end-user's active attitude actually born out of necessity?





■ 11 —REVITAL COHEN EN TUUR VAN BALEN The PostHuman Condition Duration: 5.30 minutes 2008





In healthcare, like other domains, the influence of technological acceleration is discernible. Previously, doctors cut the body open to see the problem first-hand and, at best, to directly remedy it. What followed was a long and sometimes risky recovery. Nowadays, minimally invasive surgery is more common. Laparoscopic surgery involves introducing instruments and a camera into the body through small insertions. This type of operation is applied to knee surgery, cardiac and vascular surgery, appendix operations, and nowadays, even for kidney removal. Progress is also being made in the medical application of nanotechnology, tiny robots that repair the damage in the body or adjust a bodily function.





 12 — CIRCUS ENGELBREGT MedicijnFabriek
 2016



♥ foto credits: NASA Global Climate Change Projections



Photography by Gyalpo Batstra

We are increasingly seeing medical care via an interface. Surgeons remotely control surgery robots, and doctors analyse medical research results or assist with case histories, allowing for greater efficiency of costly labour, time, and knowledge. The benefits for the care recipient are commonly emphasised: travel is mitigated and the best care is available at the push of a button. But how does this distance affect healthcare and aspects thereof that are not measurable or publishable? Is there room for intuition; the famous 'gut feeling' that informs the decision of healthcare professionals?

Technology plays a significant role in health care regarding sustainability and efficiency. Advanced waste management and recycling facilitate the work of healthcare professionals and mitigate environmental harm. Healthcare robotics and domotics (smart technology for the individual and home) provide new opportunities for the old and people with disabilities. An increasing range of care robots is flooding the market. They are patient and always deployable, ideal for the time-consuming care of the elderly and children, the manufacturers' websites boast. But how does it feel to be cared for by a robot once it has been introduced and that nice, young professional, who came to explain its use over a coffee, has left? Do the qualities underlying robots and domotics reside in what they achieve for the patient or for the industry?



■ 13 —THOUGHT COLLIDER

The Institute for the Design of Tropical Disease,
Rain Rain Go Away!

2015 — ongoing



'The more integrated we are into our community life by networks of friendship, with participation in social events and membership of religious and civic associations, the less likely we are to experience colds, heart attacks, strokes, cancer, depression and premature death.' — David Fleming, Lean Logic, a dictionary for the future and how to survive it, USA 2016, p.426

Research shows that wellbeing and personal happiness make a significant contribution to our welfare, even in the physical sense. It is medically proven that attributes such as social contact, a social safety net, and incentive to engage in activities, exercises, healthy diet, and spirituality appear to make a significant contribution to our health.



● 31 — SPECIAL PROJECTS NEW OLD Exchange 2017



There has been much research that focuses on the health effects of loneliness. John Cacioppo, Professor of Neuroscience at the University of Chicago, found that chronic loneliness is associated with high levels of the stress hormone cortisol, increased blood pressure, and an increased risk of cardiovascular disease. The immune system in lonely people works worse because their white blood cells are less efficient. Other studies indicate that lonely people are more immobile, have health problems more often, and die earlier.\*



■ 32 — OLIVER SUTHERLAND They Think They Can Fix You 2012



● 33 — FUSEPROJECTS Superflex Aura Powered Suit 2016

If we choose a broader definition and describe health as the interplay between psychological, physical, and social factors, this impacts on the way we organise our healthcare and finances. It also calls for a greater involvement of society as a whole and the maintenance and restoration of the social DNA. The healthcare system could develop from a system that solves medical problems, to one that avoids these problems as much as possible. If the creation of a 'town square' helps to combat loneliness and strengthen social networks, and thus contribute to the health of citizens, is this still part of healthcare? Who plans, funds, and maintains such a facility? If sexual services contribute to the welfare of the elderly or people with disabilities, should health insurance cover this?

■ 34A — IKE KAMPHOF & RUUD HENDRIKS Make-Believe Matters. The moral Role Things Play in Dementia Care 2017

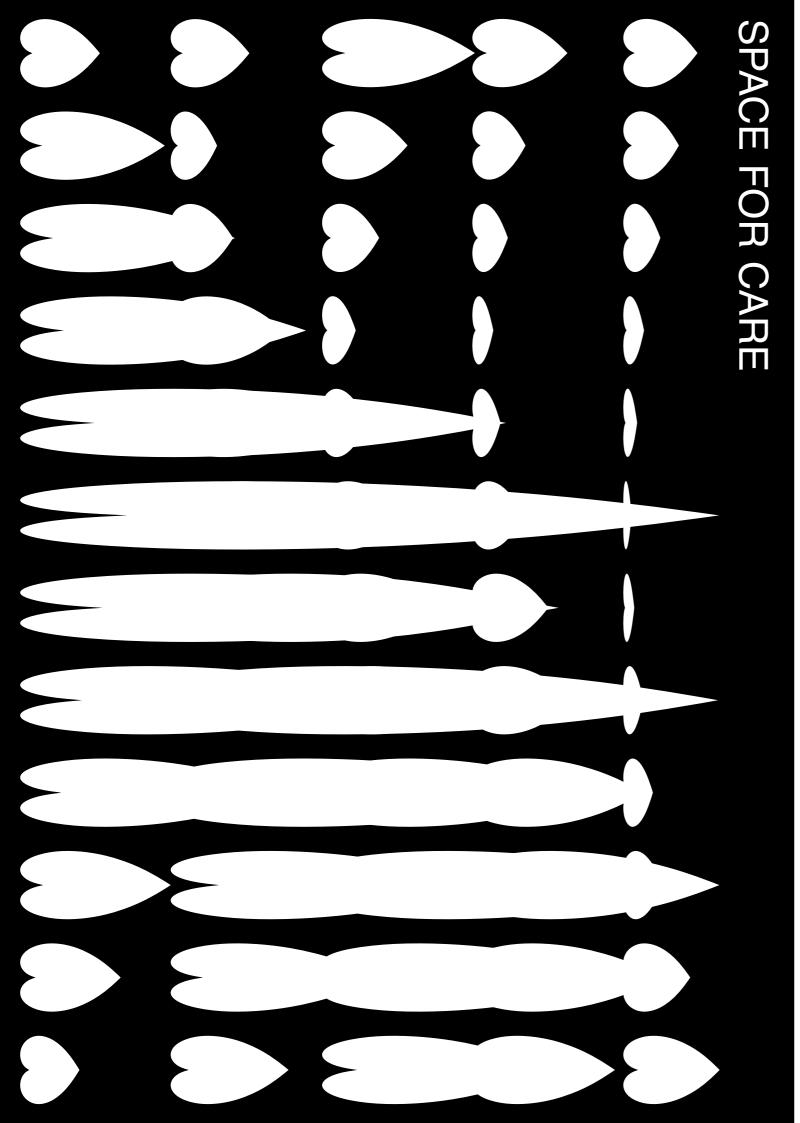




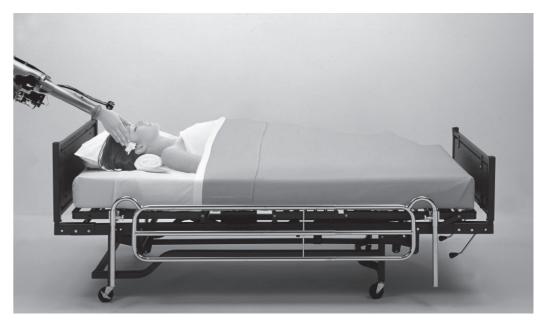
● 34B — ODE TRADING-ODE 2017

● 35 — QINETO Qbi 2014





Healthcare used to be primarily focused on large institutions in the urban outskirts, where patients sometimes stayed for long periods. Patients stayed on hospital wards, where a strict regime prevailed: fixed visiting hours and regimented waking-, shower-, and meal times, with everyone eating the same meal. Over the last decade, however, the hospital sector has been changing. Notably, the patient is increasingly viewed as an individual with dignity and autonomy, as seen in the growing number of single rooms, thus respecting the patient's privacy and allowing them to control attributes such as air conditioning and lighting. The food is increasingly a la carte. More attention is given to the notion of a 'healing environment' by integrating gardens and green areas into hospital design. In 1980, Roger Ulrich was the first scientist to study the effects of nature on patient wellbeing and recovery.\* Nowadays, such ideas are widespread.



◆ 14 — TOM LOOIS

Triple C Philosophy

2016



■ 15 — BONNEMA ARCHITECTEN MERGED WITH DE ZWARTE HOND Zuyderland 2008





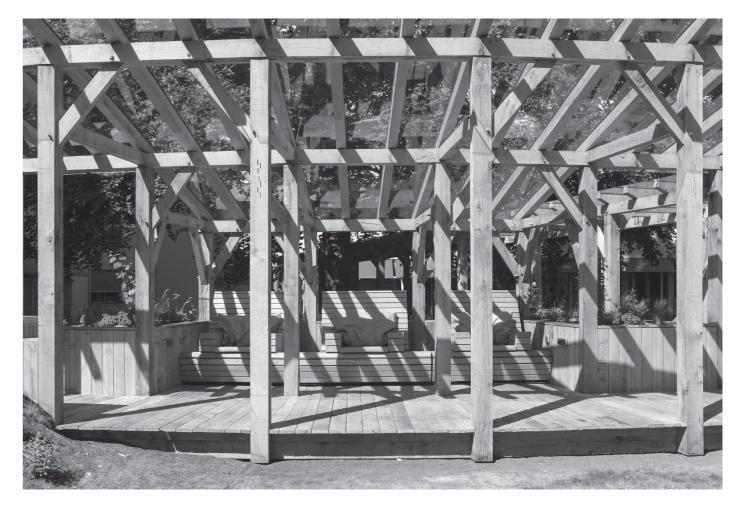
◆ 16 — OJO/OFFICE JARRIK OUBURG AND PAULIEN BREMMER ARCHITECTS
Landscape Hospital Inside Out
2009



◆ 17 — OMA

Maggie's Center – Gartnavel, Glasgow
2007–2011

The duration of stay in hospitals, clinics, and institutions has, over time, been minimised. Many people prefer staying at home rather than in a hospital. Healthcare costs less in-house than via an institution, which benefits insurers. Networks of friends and relatives deliver free care, and the patient is responsible for procuring additional home-care requirements. A shift is unfolding in the care domain. The house is adapted to the medical needs of its resident and becomes similar to a care facility, whereas health institutions are becoming increasingly like hotels or resorts.



◆ 18 — VANDERSALM ARCHITECTUUR Chemo Garden, Hilversum 2014





● 19 — ERNST VAN DER HOEVEN WITH BART GORTER Warp Woof Weft 2016

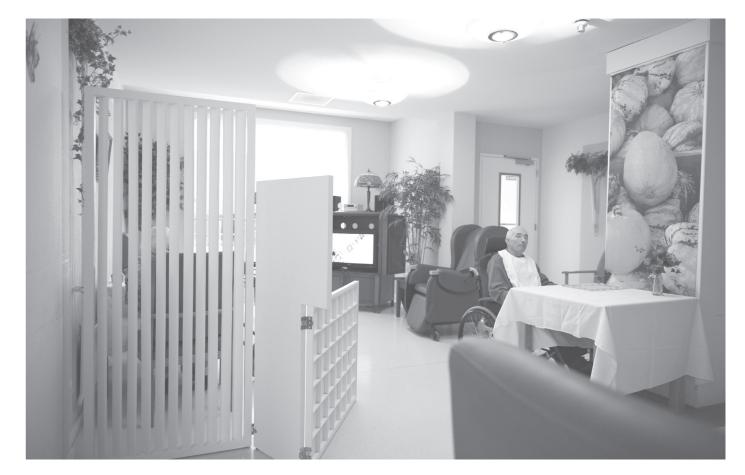
Until 2008, the Dutch government paid for hospital building in the Netherlands. Nowadays, seven per cent of revenue generated from medical treatments funds new facilities. Real innovations in spatial design for healthcare are often at the initiative of healthcare professionals. They know the practice and where the gaps in care are. If they conclude a different method or approach is needed, it requires a lot of inventiveness and persistence to push this through and realise new buildings and facilities. An example is the initiative of oncologist Peter van den Berg, who initiated the Chemo Garden, a pavilion where patients can receive chemotherapy in an outdoor setting.



◆ 20 — JACQUELINE BOUTS WITH PIET VAN VEEN AND MULDER VAN TUSSENBROEK ARCHITECTEN Xenia Youth Hospice, Leiden 2014



■ 21 — DEANE SIMPSON WITH STUDIO JOOST GROOTENS Young Old: Urban Utopias of an Aging Society, Lars Müller Publishers 2015

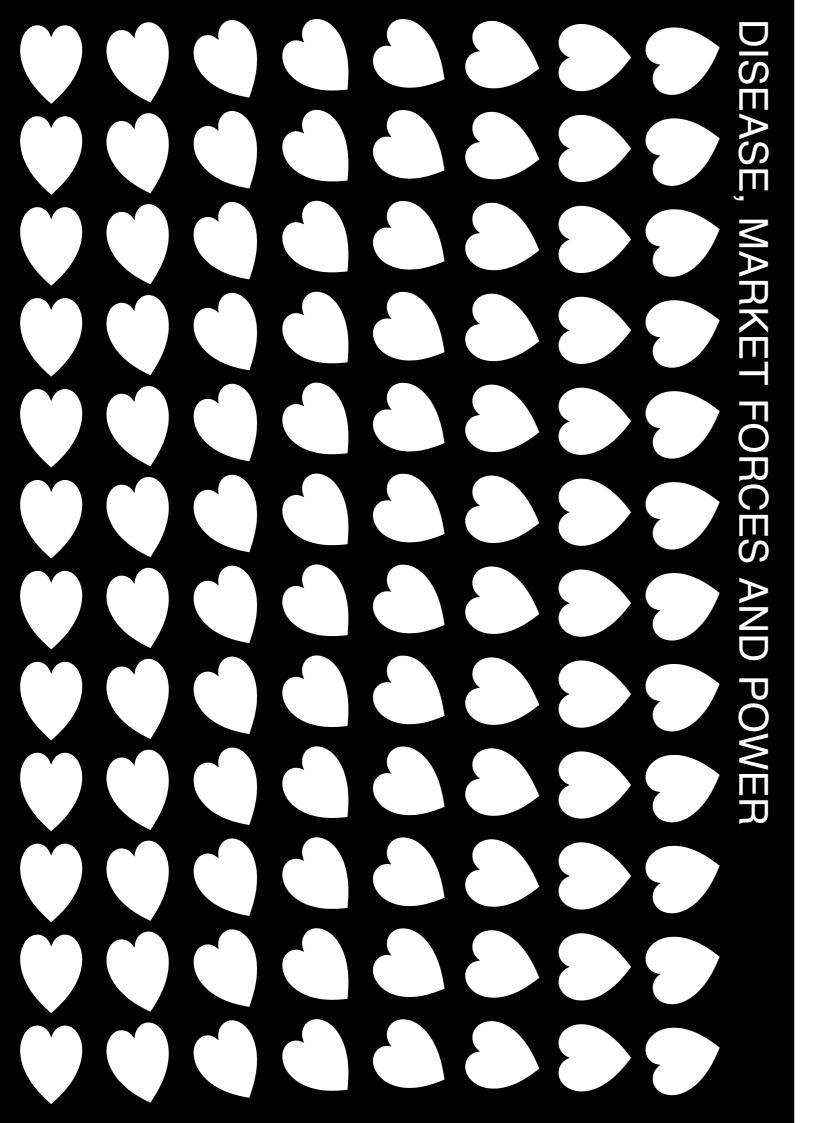


■ 22 — OJO/OFFICE JARRIK OUBURG WITH STUDIO SAMIRA BOON AND LUUC SONKE Paravent 2016



 ■ 23 — MOLENAAR&BOL&VANDILLEN ARCHITECTEN
 De Hogeweyk, Weesp

 2009



The condition of our health and diseases provide income for health insurers and the pharmaceutical industry. The production of drugs is a lucrative industry, where investment in research and development is recouped through patents. A good market is especially determined by the size of the target group able to afford the medication. Therefore, we see more developments in the field of treatments for erectile dysfunction than malaria. The pharmaceutical industry's lucrativeness is evident from its profit margins; often above twenty per cent. In 2015, Martin Shkreli, an American entrepreneur and hedge fund founder, bought the rights to the AIDS drug Daraprim, raising its per-pill price from \$13.50 to \$750 – a 5500 per cent increase. The question arises as to what a human life is worth in economic terms, or in other words, how much can we profit from the illness of a fellow human being?



■ 24 — FRANK KOLKMAN Design for flies 2016

◆ 25 — PINAR&VIOLA Healing Prints 2017



M. Ten Katen and T. Vaessen, 'Bos bepleit winstplatond voor farmaconcerns', Het Financieele Dagblad, 20 January 2017, p.1, and: L. Kok, J. Van der Voort, De farmaceutische industrie in het maatschappelijke debat. Een feitelijke beschrijving van de markt voor innovatieve geneesmiddelen in Nederland, SEO economic research, Amsterdam 2014 and www.decorrespondent.nl/1066/waarom-medicijnen-zo-duur-zijn/93513571866-384c472c

www.nytimes.com/2015/09/21/business/a-huge-overnight-increase-in-a-drugs-price-raises-protests.html

The healthcare system only comes into force when something goes wrong with someone. That is the moment treating and prescribing medications can earn money. Research by the European Commission shows that drug companies in Europe spend €15.6 billion on marketing, nearly €2.3 billion more than what they spend on research and development. The current healthcare system provides no incentives for the prevention of medical problems. The causes of diseases and disorders are often beyond the limits of the healthcare system and thus outside the scope of healthcare professionals and insurance companies. Population targeted funding could be a solution or alternative model of funding. In it, funding is based on an area's expected care requirement, not the actual care provided. Indeed, we already know this system from GPs, who are paid per patient and not per treatment. The population-based model makes it attractive to work with prevention and wellness.



26 — FOUR THIEVES VINEGAR
 Free Medicine for Everyone
 2012 – ongoing



27 — NOVARTIS Campus Basel2001 – ongoing





◆ 28 — MARTIN SHKRELI
2015



● 29 — NATSUKI HAYASHI Visor Hood/Couple Hood 2016



The Dutch have an annual minimum personal risk on their health insurance of €385. Research indicates people sometimes do not seek medical help because they cannot afford it. What do they do in such cases? Exchange knowledge and experiences on internet forums; try home, garden, and kitchen remedies; buy drugs online? In the US state of Vermont, the free market in healthcare goes hand in hand with that of drugs. In 2014, doctors in Vermont wrote more than 500,000 prescriptions for opiate pain relief for a population of 600,000 inhabitants. This leads to widespread addiction, and for some precedes a transition from 'prescription' to 'non-prescription' drugs. Self-medication with heroin is cheaper, and you do not have to see the doctor.



■ 30 — MELANIE BONAJO
Progress vs Regress

Duration: 54 minuts, 37 seconds

2016





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● 1 - VINCENT THORNHILL & ERIK VLEMMIX Universe of Care Tekst: Philippine Hoeger Duration: alternating English 4 minutes, Dutch 4,5 minutes

#### Welcome to the environment of image making and reconfigured narratives

In a universe of information, online searching becomes an environment of disconnecting and reconfigured narratives. The symbolic form of the database is used by Vincent Thornhill and Erik Vlemmix to contrast the perceived public imagination of search results, with the underlying commercial structures framing them. Tangents, abstractions and ambiguities begin to surround the user, showing us both confusion and complexity in an age of expanding knowledge and mixed media.

www.vincentwork.com www.erikvlemmix.nl

●2-ALEXA KAROLINSKI & INGO NIERMANN Army of Love Duration: 40 minutes 2016

#### The sexual as a solace against solitude

Romantic love has become a commodified desire. The socialistic premise behind 'free love' crumbles when confronted by commerce and competition; in an age of hook-up apps, the possibility of free sex represents the liberalisation, not the liberation, of love The 'Army of Love' introduces a propositional regiment of soldiers - diverse in age, gender, and physical appearance - providing encompassing sensual love -care desire sex and respect - to all those who need it.

www.thearmvoflove.net

Commissioned and co-produced by the 9th Berlin Biennale for Contemporary Art With additional support by Wiesbaden Biennale and Centre de Cultura Contemporània de Barcelona

● 3 – ALBERGO ROSA Table Tableaux or The Act of Letting a Person Into Your Home

#### Objects that represent critical positions towards architecture's construction of reality

ALBERGO ROSA (Maximiliaan Royakkers and Annee Grøtte Viken) is a collaborative practice embodying a shared curiosity and love for space. They advance research-by-making; its multidisciplinary attitude reflects the fragmented society in which its outcomes are placed

TABLE TABLEAUX or The Act of Letting a Person Into Your Home explores various modes of representation. This is done through experiments where making results from questioning how cinematic instruments can be used to construct and distort realities and give spaces possible contexts, pasts, and futures. The results are manipulated into specific material properties and formed into a physical presence. By bridging the worlds of science and poetry, through shaping the visible and tangible matter at hand, they address the subterranean, hidden, and imaginary dimensions of our everyday landscape.

**♥** 4 – SOCIAL LABEL

#### A neighbourhood business for activation and participation

Social Label is a collaboration between designers and makers that are traditionally disconnected from the labour market. In engaging work environments, they create products together which tell the makers' stories to the public. Working together on an economy to improves society, this we call

VEEG\* by Dick van Hoff (designer) with CAMBIO, Deventer - a neighbourhood business for activation and participation.

STILL by Haiko Meijer (architect) with DE VERBINDING, Groningen - a joinery workshop employing deaf people.

WOODWORKS, Tilburg - a workshop focusing on social labour practices.

VAAS by Roderick Vos (designer) with Artenzo. Tilburg – a creative workshop for people KOM by Edwin Vollebergh (graphic design-

and Cello Zorg, Vught - a project bringing together people with disabilities and people with psychological or psychiatric conditions. MASK by Marc Mulders (artist) with RIA

ers) with Reinier van Arkel (psychologist),

MUL (Artenzo employee), Tilburg - making a mental condition visible and productive

SCHORT by Borre Akkerdiik (fashion designer) with Citydwellers, Eindhoven - a collaboration with education authorities and municipalities to empower school dropouts.

LICHT by Kiki van Eiik (designers) with RIBW Brabant, Tilburg - a workshop enabling people with psychiatric problems to re-enter the labour market.

WARM by Edward van Vliet (designer) with Stichting Vrolijk, Den Haag - workshop offering women a daily routine and support for social development

\*Nominated for the Service & Systems category of the Dutch Design Awards 2016

● 5 – CHRIS KARFI Blue Sky Lamp 2014

# Simulating natural light conditions to

It is a well-known scientific fact that a lack of UV light can disrupt our biological cycle, ultimately causing season-related depression Designer Chris Kabel's lamp re-creates the sky's light on a sunny day. The lamp's blue colour simulates light rays from the sun entering Earth's atmosphere. Special particles in the resin diffuse the LED's cold light by dispersing the blue light waves, while radiating the orange part of the light spectrum. Conceived for the Winter Anti Depression Show at Marres in Maastricht, the lamp was originally meant to brighten one's mood.

www.chriskahel.com

Supported by Enrichers

● 6 – GEERT MUI Natureally 2016

### Mesmerising, healing environment

Geert Mull is a video and new-media artist. He designed Natureally for the MST hospital in Enschede. It is inspired by the idea of a 'healing environment', a theory by Ulrich that explores the effect of the physical environment's effect on the healing process particularly the role of nature and the colour

One by one, different moods are visualised through changes colour. The work refers to an often-used theme in folkloric art: the four seasons. The image represents a fivehundred-year-old oak tree, known in the east of the Netherlands as a Kroezeboom. In past centuries, Kroezebomen acted as judicial location, border marker, and had a spiritual function. Mull created a work that provides a mental space and where Ki - the energy of the five-hundred-year-old oak tree - can transmit into the hospital.

www.geertmul.nl

Commissioned work for the MST hospital in Enschede

● 7 – FINNISH STATE Finnish Baby Box 1938 - ongoing

#### Does this maternity box lower infant mortality rates?

The Original Finnish Baby Box includes many carefully selected quality items to take care of a baby in its first year. Outdoor clothes to adapt to the elements. Cute indoor clothes for all circumstances. Bath and hygiene products to keep the baby clean.

HOUT by Piet Hein Eek (designer) with

This product is a tradition dating back to 1938 and is designed to give all children in Finland, regardless of background, an equal start in life. Some say it helped Finland achieve one of the world's lowest infant mortality rates. Mothers have a choice between taking the box, or a cash grant, currently set at €140. and 95% opt for the box. The maternity box is now a franchise and can be ordered online for delivery all around the world.

The added bonus is the box doubles as a

first bed for the baby.

**♥**8 - BEHAVIORAL TECHNOLOGY GROUP Pavlok 2014

# This smart wearable conditions to break

Want to guit smoking, nail biting, mindless eating, or sleeping in? By using Pavlok's watch and app, these habits will be vesterday's news. This wearable smart device trains behaviour. It vibrates to reward you for good behaviour, administering electric stimuli to train away bad habits.

Ivan Pavlov was a Russian physiologist known primarily for his work in classical conditioning. In 1901, he and his dogs proved conditioning informs behaviour patter hundred years later, a start-up called Paylok uses the same theory for its electroshock wristband that trains people to exercise wake up on time, and stop procrastinating

www.pavlok.com

● 9A - VARIOUS MASKS

# Care, protection, and preservation be-

Ever since the introduction of disposable masks to counter a Spanish influenza nandemic in 1918, wearing masuku masks. in public has become completely normal in

Some of the hale and hardy wear masks as a social response to prevent infecting others or to dodge fellow people's germs. Recommended by the government, wearing a mask for hygiene purposes benefits people with hav fever who are sensitive to smog, or have asthma. However, perfectly healthy people wearing masks has a deeper social, political, and psychological significance; some like masks because they keep their face cosy and warm, others 'gobble gauze' to maintain a measure of anonymity in a crowded societv. Customised masks can be understood as accessories to personalise or aestheticize the face, a cultural phenomena also occurring in the European context.

9B - DIY HEALTH DIAGNOSTICS Various products and services 2017

# Could the democratisation of DIY health

Over the past decade, we have witnessed an explosive growth in do-it-yourself (DIY) health diagnostics products. This democratisation of easy-to-use medical diagnosis tests saves time and money while bringing patients the comfort of use at home. The tests show instant results and one can connect to the internet of things, tapping into online information, symptom checkers, or health apps for advice.

According to the Royal Pharmaceutical Society (RPS), the growing trend in DIY diagnosis can lead to patients receiving the wrong treatment or buying possibly harmful drugs. The RPS is also alarmed by the apparent readiness of people to decide what drugs they need and to use friends' or relatives' medication without professional medical advice.

In a recent survey commissioned by the Society, 43% of respondents admitted they had used painkillers that had not been prescribed to them after self-diagnosing their condition. The poll of 2,046 Britons, carried out by YouGov, also found that 78% had sought medical advice from the internet when they wanted to know what was wrong with them. It found that 51% of adults self-diagnosed their ailment when they were feeling unwell or exhibiting symptoms.

**●** 10 - FRANK KOLKMAN Open Surgery

## What if you could create your own DIY surgical robot outside the scope of requ-

The Open Surgery initiative investigates whether making DIY surgical robots outside the scope of healthcare regulations could plausibly provide an accessible, worldwide alternative to costly professional healthcare services. Based on the ideological development of collective expertise, fueled by other than purely economic motives, and enabled by digital technologies, there is the idea that you can do almost anything from home on a near professional level without being obstructed by conservative regulations returning power and responsibility to the individual and attesting to a sense of self-de-

This project aims to provoke alternative thinking about medical innovation by challenging the socioeconomic frameworks healthcare currently operates within.

www.opensurgery.net

₱ 11 – REVITAL COHEN EN TUUR VAN BALEN The PostHuman Condition Duration: 5:30 minutes 2008

#### What is human about the Posthuman condition?

Posthuman (or post-human), a concept associated with science fiction, futurology contemporary art, and philosophy, means a person or entity existing in a state beyond being human. Medical science has reached a stage in which biological deterioration can be countered and no longer results in the end of a human life. Life-prolonging machines can replace dysfunctional organs. In doing so, a wide range of questions with ethical, jurisdictional, semantic, or social implications are raised. When digital technologies enter and merge with the body, they redefine its material, functional properties, and meaning. This film investigates the semiotic relation between the body and machine: the human is in a way disembodied

www.cohenvanhalen.com

■ 12 - CIRCUS ENGEL BREGT MediciinFabriek 2016

### Natural medicine for the abdomen

Medicine Factory is an educational art project in which health, responsibility. social cohesion, and care of nature and the environment come together on the worktable Medicine Factory is a public workplace for people to access the healing power of nature and, based on personal ailments, fabricate their own medicine.

The items in this vitrine are the remnants of a workshop given in the Frontenpark. Participants produced their personal medication under the guidance of the project's trained professional technicians

www.eaba.nl

**●** 13 – THOUGHT COLLIDER The Institute for the Design of Tropical Disease Rain Rain Go Away! 2015 - ongoing

#### Designing with odours to prevent the spread of disease

The Institute for the Design of Tropical Disease's mandate is to establish a space to shift the existing narrative on tropical disease from the dogmatic to the imaginative, exploring what is, was, and what could be via a hands-on, critical design process. The project addresses the complex relationships that shape disease transmission, appropriating tropical disease as a research medium for art and design and exploring the rationale of technological developments and their application in the spread of disease.

The Institute for the Design of Tropical Disease explores the 'colonisation of territories' on the molecular, human, and environmental scales. It is generally accepted that mosquitoes do not fly during rainfall. This installation entitled Rain Rain Go Away

represents research exploring interactions with soil bacteria and atmospheric processes to produce the molecules of environmental odours that communicate incoming rainfal to mosquitoes. Experimenting with air as a design material, the work acts as a 'kill switch', choreographing life cycles to trigger the release of compounds emitted during bacterial death. In smelling rain, Rain Rain Go Away! examines the rational of eradication as a core strategy in the management of disease transmission

www.thoughtcollider.nl

♥ 14 - TOM LOOIS The Triple C Philosophy 2016

#### A soothing auditory message from a better world

Designer Tom Loois relates to social issues in different ways. This auditory work combines concerns about noise pollution - a common complaint in hospitals - and the demands for the quality of care. An audio message describes a fictional place: a hybrid of a care institute and a wellness centre. By combining the voice-over's soft, pleasant tone with clichés from both worlds, a new kind of care facility is implied, focusing or comfort and relaxation.

The Triple C Philosophy looks into the future of healthcare, where marketing and the identity of such agencies will play an increasingly important role

(The Triple C Philosophy is made possible by the Creative Industries Fund NL)

■ 15 – BONNEMA ABCHITECTEN MERGED WITH DE ZWARTE HOND Zuyderland former Orbis Medical Centre Total project size: 112.366 m<sup>2</sup> BVO

#### From hospital to hospitality

The Zuyderland in Sittard facilitates a new care concept focusing on the patient and individual healing. The building has a linear structure; its axis is formed by a central covered 'street' that borders all public and patient-oriented functions. Patients report to the information point and are directed to one of the consultation rooms, which are universally designed as flexible spaces for use by specialists. This means patients no longer have to traverse a 'maze' of signage to get to a consultation.

The professionals access the consultation rooms from the knowledge and expertise centre (K&E) located on the ground and first floor on either side of the atrium. The K&E centre is designed according to 'het nieuwe werken' (new working), which promotes communication and knowledge among professionals. A direct connection to the wards on the upper floors increases the hospital's efficiency. All patients on the wards stay in a single room with en suite sanitary facilities, a TV, and telephone. All these rooms are connected to the living rooms that form the heart of each department. With plenty of space and a high degree of flexibility, the building is prepared for future developments in health care, which will be more patient focused.

www.dezwartehond.nl

**●** 16 - OJO/OFFICE JARRIK OUBURG & PAULIEN BREMMER ARCHITECTS Landscape Hospital Inside-Out 2009

#### The hospital as landscape, combining large-scale efficiency with human-centred well-being

Landscape Hospital proposes redeveloping an existing hospital site - a large green plot with splendid views - on the outskirts of Vilnius. Lithuania. Based on increasing patient choice, it prioritises the patients' per spective over that of doctors and insurance companies.

This project does not believe decentralisation and consolidating hospitals into smaller parts is the solution. Emergency care, finance, and increasing patient numbers require centralising technical facilities and logistics.

Landscape Hospital reimagines the prob lematic layout of labyrinthine hospitals, so that logical efficiency supports the healing

Technical curing, such as operation rooms. is strategically located in the building's heart. Two large patios bring vistas and daylight into the operation rooms; an asset for doctors performing long-duration surgery. Arranged around this are evolving cures such as diagnostic rooms. Patient care is organised around the building's outer façade. Patients have private rooms with front doors connecting to terraced gardens.

well-being and the healing process. Patients control light and sight via remote controlled curtains. Sliding walls double room size for lodging guests. The folding facade design enables easy access for patients to roll outside or onto balconies with monitoring or intravenous devices.

Greenery and independence support patient

Two public axes connect the hospital's facilities to the neighbourhood. Firstly. health-oriented public facilities - swimming pool, fitness rooms, meditation room, and restaurant - are located in the building's rooflit cavities. Secondly, a community centre, day nursery, seniors club, care homes, and primary health care facilities, such as GPs and dentists, are located in the older neo-classical building.

www.jarrikouburg.com www.paulienbremmer.org

Client: TNO Built Environment and Geosciences, Dutch Centre for Health Assets (DuCHA) Advisor: Twynstra Gudde

■ 17 – OMA (OFFICE FOR METROPOLI-TAN ARCHITECTURE) Maggie's Centre - Gartnavel, Glasgow

#### Exceptional architecture and innovative spaces can make people feel bette

Maggie's Centre aims to provide an environment of practical and emotional support for people with cancer, their families and friends. Since the opening of the first Maggie's Centre in Edinburgh in 1996 - an initiative taken by architecture historian Charles Jencks and his now deceased wife Maggie - the Maggie's Cancer Caring Centres Foundation has grown substantially, commissioning and developing several innovative buildings designed by world-class architects. Maggie's Centres advocate architecture and innovative spaces that can make people feel better

In 2007, Maggie's Centre approached OMA to design a new centre at Gartnavel Hospital Glasgow, nearby the Beatson West of Scotland Cancer Centre, OMA designed a single-level ring of interlocking rooms, surrounding an internal landscaped courtvard. Seemingly haphazard, the building is actually a careful composition of spaces responding to the needs of a Maggie's Centre; providing a refuge for those coping with cancer. Its L-shaped spaces feel casual, almost carefree; one feels at ease, at home, and part of an empathetic community of people. The internal courtyard provides a place of sanctuary and respite. Located in a natural setting like a pavilion in the woods, the building is introverted and extroverted: each space has a relationship either to the internal courtyard or the surrounding woodland and greenery and provides views over Glasgow

www.oma.eu

**♥** 18 - VANDERSALM ARCHITECTUUR Chemo Garden, Hilversum 2014

### The first outdoor chemotherapy pavilion surrounded by nature Based on personal experience, an oncologist

came up with the idea of offering chemotherapy outdoors. Tergooi Hospital is situated in a beautiful wood: stepping outside here is a step into the fresh air and nature's healing environment. The Chemo Garden is an intimate outdoor wooden pavilion, connected to the hospital building via a covered deck. The lounge consists of a furnished wooden terrace. At the back is a landscaped garden with fragrant flowers and herbs that attract butterflies. The front overlooks the lawn,

with special flowering plants, such as rhododendrons and witch hazel, and beyond is the forest

Many patients take the opportunity to sit outside, even in cold weather. As the world's first outdoor pavilion for chemotherapy, the Chemo Garden shows the possibilities for connecting worlds inside and outside of the hospital, both in a physical and a mental

www.vandersalm-aim.nl

● 19 - ERNST VAN DER HOEVEN I.C.W BART GORTER Warp Woof Weft 2016

### A carpet woven from rejected textile

Ernst van der Hoeven and Bart Gorter worked together for a year on realising this fifteen-metre-long carpet. It was made on a loom installed in a central part of the Radboud University Medical Centre hospital, where Van der Hoeven and Gorter went through while all stages of the weaving from warp to weft. They collected about 70 kilos of used hospital textiles and tore them into strips for weaving. From sheets, towels aprons, and curtains to the different types of workwear worn by the doctors, nurses. cleaners, volunteers, technical services, and security personnel: each textile piece with its own colour, texture, and former functionality.

After the Intensive Care exhibition, the carpe returns to Niimegen to occupy a central location in the Radboud University Medical Centre hospital. The stories, the veiled sym bolism of living threads, and the reference to the textile industry - once the main industry in the eastern Netherlands - are brought together in the carnet, which provides a backdrop for activating new conversations, meetings, and memories

Commissioned by Radboudumc, Commissie Beeldende Kunst (under the artistic policy plan of the De Natuur van het Radboudhuis)

20 - PIET VAN VEEN WITH MULDER VAN TUSSENBROEK ARCHITECTEN Xenia Youth Hospice, Leiden 2014

### A city-centre hospice for young people

Nurse Jacqueline Bouts saw a gan in healthcare and took the initiative for a hospice aimed at young people between 16 and 35. Xenia Youth Hospice explicitly works with voung nurses and voung volunteers, including many students. Created in cooperation with DUWO. a Leiden-based housing corpo ration focusing on youth accommodation, the hospice is in a part of the city where many

students and young people live. The lounge and bedrooms are spacious, full of character, and contribute to improving the young people's living conditions. For example, using low hospital beds means an ordinary bed can be placed alongside, allowing couples to sleep together. There is also an agreement with the adjacent neighbourhood pub, allowing patients wheelchair access via a side entrance.

www.xeniahospice.nl

**♥** 21 - DEANE SIMPSON WITH STUDIO JOOST GROOTENS Young Old: Urban Utopias of an Aging Society Lars Müller Publishers, 2015

#### Examining the socio-spatial consequences of the demographic transformation caused by population ageing

Young-Old examines emerging contemporary architectural and urban mutations as a consequence of one of our time's fundamenta demographic transformations: population ageing.

Their research distinguishes different phases of old age and identifies a group known as the 'Young-Old'. This group is a remarkable petri dish of experimental forms of subjectivity, collectivity, and environment, ranging from themed urban landscapes of the world's largest retirement community in Florida and the mono-national urbanizaciones of 'the retirement home of Europe' on the Spanish Costa del Sol, to the Dutch-themed residen

tial community at Huis Ten Bosch in Japar and the nomadic, networked urbanism of the senior RV community in the US.

www.studiojoostgrootens.nl

♥ 22 - OJO/OFFICE JARRIK OUBURG WITH STUDIO SAMIRA BOON AND LUUC SONKE Paravent 2016

#### A folding screen, providing private chambers by dividing communal space

Paravent results from research into designing living environments - specifically the ratio of private to common areas in nursing homes for people with dementia.

Currently, the relatively large private rooms occupy 75% of a department's total usable area compared to 25% for the communal living room. Due to mandatory monitoring by caregivers, the residents spend most of their time in the communal living room. This can lead to situations whereby a resident might be dozing at the dinner table while a hearing impaired resident watches the TV turned up loud. For 'healthy' people this is already disturbing, let alone for people who are increasingly sensitive to external stimuli.

In collaboration with nursing home residents and caregivers, a team of scientists, product developers, and artists, OJO sought opportunities to create more spatial diversity and seclusion for residents within the walls of existing communal living spaces, resulting in the Paravent folding screen. The white screens provide a peaceful and neutral background within a communal living context. The screen's various forms of tactility and functionality stimulate the residents and caregivers, who can explore its potential by playing with it.

www.iarrikouburg.com

Made possible by Creative Industries Fund NI and Cordaan

♥ 23 - MOLENAAR&BOL&VANDILLEN ARCHITECTEN De Hogeweyk, Weesp 2009

#### A residential neighbourhood for elderly people with dementia

De Hogeweyk is a specially designed neighbourhood, consisting of 23 residential units, for 152 seniors with dementia and requiring nursing. The district is made up of seven different lifestyles: urban, Beverly Hills, domestic. Christian, traditional, Indian, and cultural. The area's streets, squares, courtyards, and park are places where its residents can walk freely and safely. De Hogeweyk offers seniors suffering from dementia maximum privacy and independence within the context of the residential district.

The residents run their own household together with a team of employees. Each residence is responsible for its household chores, and the shopping is done in De Hogeweyk's supermarket. Like any urban locality. De Hogeweyk has various facilities. including a restaurant, a cafe, and a theatre These amenities are also available for residents from the surrounding area.

The spatial innovation and diversity of approach make De Hogeweyck a 'state of the art' example of where the resident's well-being, rather than economic principles, is the foremost consideration.

www.vivium.nl/verpleeghuis-dementie-hogewey-de-hogeweyk-weesp www.mbvda.nl/

38

39

There is also discussion about the investment of public funds, such as investment in research at medical centres, that translate into private profits for pharmaceutical companies.

Many of the drugs now coming onto the market make money but give nothing back in return. Rather than innovation, the focus is on reproducing medicines with a guaranteed market for chronic illnesses, such as depression or diabetes\*

\* Source: Geneesmiddelenbulletin 2014

**♥** 24 - DESIGN FOR FLIES Frank Kolkman

#### Research on fruit flies accelarates research of rare diseases

Designs for Flies introduces new possibilities for research into rare diseases. It is often not profitable for pharmaceutical companies to develop medications for a small group. This is an economic problem that can prevent the healing of certain natients. This toolkit enables patients to participate in the investigation of their illness. Fruit flies have 73% of the same DNA as humans. Fruit flies can be used as 'guinea pigs' to carry out largescale tests by adapting them to the personal characteristics of the natient

Designer Frank Kolkman is collaborating with renowned scientific institutes on a promising prototype. He involves the patient in the study, thus emancipating them, which benefits all parties involved. Design for Flies opens up specific research fields and accelerates research methods and earning models

www.frankkolkman.nl

In close collaboration with Kyoto Institute of Technology, Professor Julia Cassim at the Kyoto Design Lab (D-Lab), and Professor Masamitsu Yamaguchi at the Faculty of Applied Biology/Center for Advanced Insect Research (CAIR)

♥ 25 - PINAR&VIOLA Healing Prints

#### Be a billboard for image making to catalvse social and planetary justice

Just as fashion designers launch collections showcasing the near-future of clothing trends, the designers Pinar&Viola annually launch a collection showcasing the near-future of contemporary image making Pinar&Viola devote their practice to social and planetary justice. The underlying conceptual idea dictates the medium on which these provocative or controversial images are shown. They digitally craft collections, which are then printed on textile, garments, and tableware.

Pinar&Viola's Healing Prints is a collection of rebellious visuals fabricated into fashion statements. Each garment is a chance to spread the contemporary message of the healing prints, mixing high fashion aesthetics and digital couture. The collection represents different sub-topics, including Mother Earth, Sexual Healing, Healing from Capitalism, Power to the Earth, Silence, and The Emancipation of Flowers

www.pinar-viola.com

♥ 26 – FOUR THIEVES VINEGAR Free Medicine for Everyone 2012 - heden

#### Open-source healthcare: hacking medicine for home labs

The main reasons for the lack of access to medicines are price, legality, and lack of infrastructure. Hepatitis B/C drugs, such as Sovaldi, can cost \$80,000 per course of

treatment, which is beyond the reach of most people. Mifepristone and Misoprostol are unavailable in many places where abortion is illegal. Antiretroviral HIV treatments, even when provided free, are not getting to remote locations in third-world countries.

To get around these problems, Four Thieves Vinegar Collective is developing a way to manufacture one's own medication using an open-source automated lab reactor built from off-the-shelf parts. This could save hundreds of thousands of lives. The collective publishes Home-lab designs and synthesis programs online. This open-source system will also have a users forum, thus contributing to the system's development; and. like other open-source projects, it becomes self-sustaining over time.

www.fourthievesvinegar.org

**♥ 27 - NOVARTIS CAMPUS BASEL** 

A former chemical production plant, the Novartis campus in Basel - headquarters of the international chemical research company is being transformed into a state-of-the-art research, development, and management site by the company.

The campus was initiated by Novartis founding father Daniel L. Vasella and is based on a 2001 master plan created by architect and urban planner Vittorio Magnago Lampugnani. with buildings designed by renowned architects from around the world. The campus will develop into a modern workplace, deared to communication', with each unique structure 'created to meet the specific requirements of the building's users 'Novartis also has campuses in Shanghai, China; East Hanover, New Jersey; and Cambridge, Massachusetts. Novartis is the world's fourth largest pharmaceutical company, with revenue in excess of \$49 billion in 2015\*

- 1. Diener + Diener (with Gerold Wiederin and Helmut Federle)
- 2 Peter Märkli
- 3. Kazuyo Sejima + Ryue Nishizawa: SANAA
- 4. Marco Serra 5 Adolf Krischanitz
- 6. Studio di Architettura
- 7. José Rafael Moneo Vallés 8. Frank O. Gehrv
- 9. Tadao Ando
- 10. Fumihko Maki
- 11 David Chipperfield
- 12. Yoshio Taniquchi 13. Eduardo Souto de Moura
- 14 Álvaro Siza 15. Jacques Herzog & Pierre de Meuron
- 16. Juan Navarro Baldeweg
- 17 Rem Koolhaas

\*Source: SEC filings & annual report

♥ 28 - MARTIN SHKRELI

# From extreme profit maker to Big Pharma

Martin Shkreli is an American entrepreneur and director of several pharmaceutical and financial companies with aggressive acquisition policies, also called hedge funds. In September 2015, Shkreli was widely criticised when his company, Turing Pharmaceuticals, bought the production rights for Daraprim medication, increasing its price by 5,556%, from \$13.50 to \$750 per pill. A symbol of unparalleled greed, the FBI arrested him on suspicion of fraud, and he became known as 'America's most hated man'

Shkreli defends himself by saying his motive was no different than that of Big Pharma companies, namely profit. He recently launched a website that scrutinises pharmaceutical companies' actions and profit

www.pharmaskeletons.com/

**♥** ILLNESS AS METAPHOR Susan Sontag

Despite her doctors' advice, Susan Sontag (1933-2004) chose long-term treatment for her breast cancer, ultimately overcoming the illness, after which she wrote her polemic Illness as Metaphor. In her critique of the romanticism associated with diseases such as tuberculosis and cancer, she refutes the

notion that there are psychological causes for these fatal diseases

Sontag demonstrates the historical myths that have developed around these diseases tuberculosis had to do with an artistic sensibility, cancer with suppressing emotions. Since both illnesses are synonymous with dving, suffering from tuberculosis or cancer was seen both as significant and as a death sentence. From the outset, the patient felt doomed and even responsible for their illness. Demoralised, the patient no longer seeks the best possible care. Doctors even feel encumbered mentioning the dreaded 'cancer' word for fear of breaking taboos and taking away the patient's lust for life.

In this critical work, Sontag argues against the tendency of falling victim to fear and shame and argues that each patient, as she once did herself, must look, full of life, for the best treatment. Indeed, cancer need not be a death sentence

\*Source: Susan Sontag, Illness as Metaphor

POSTIVE HEALTH Machteld Huber, fysiscian and director Institute for Positive Health

The World Health Organisation defines health as 'a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.' This sounds beautiful. but this definition seems to inadvertedly stimulate medicalization. Nearly no-one experiences a continuous state of complete

As a variation on the narrow biomedical interpretation of health, Machteld Huber presents the alternative concept of Postive Health. The basis consists of indicators in six main dimensions: bodily functions, mental functioning and experience, the sprititual-existential dimension, quality of life, social participation and daily functioning. In addition 32 aspects have been articulated

It is visualized as a spiderweb-diagram with six axes. With this diagram the patient can asses his own functioning in the various dimensions. It offers an instrument to review where improvements are desired according to his personal needs. Then he can take steps - with or without help - to improve his own situation in this field. Positive Health anneals to what is essential for the individual patient to feel well. It focuses on the person.

■ 29 – NATSUKI HAYASHI Visor Hood/Couple Hood 2016

#### Not wanting to promote suicide, the project addresses rather than condemns a societal need

Efforts, mainly by NGO's, to change government policies on human euthanasia have had little effect so far. As of June 2016, human euthanasia is legal in the Netherlands, Belgium, Colombia, and Luxembourg. Assisted suicide is legal in Switzerland, Germany, Japan, Canada, and in seven states of the USA

The Couple Hood is a speculative design project to assist in a peaceful suicide for couples, which uses a plastic hood and helium gas. Stress related to the prospect of one's death and the fear of being left behind results in some elderly couples choosing to die together. Without wanting to promote or romanticise the idea of double suicide, the project addresses rather than condemns a societal need.

The Visor Hood is designed for individual use. Once a person resolves to end their life. it is hard to find a doctor who will help. The person can take sleeping medication and wear the plastic hood for a peaceful transition. The Visor Hood is designed so that a space between the face and the bag remains eliminating the discomfort of the bag sticking to the mouth.

www.natsukihayashi.com

♥ 30 - MELANIE BONAJO Progress vs Regress Duration: 54 minutes, 37 seconds

How does technological progress influence generational and social relations?

Melanie Bonajo is a photographer, filmmaker and performance artist. In her work, she searches for spirituality in an ultra-capitalistic world and opposes the traditional separation of man, nature, and technology

Progress vs Regress is a film about how products, prototypical for technological innovation, are changing social relations. Through the lens of those over seventy, the film investigates how the myth of progress continues to affect attitudes towards labour. money, time, and (inter) human emotions. How does our preoccupation with material culture affect our emotional responses?

www.melaniebonaio.com

♥ 31 - SPECIAL PROJECTS NEW OLD Exchange

### Participatory design experiences that challenge the stigmas and stereotypes

Exchange is a living installation, enabling people to learn about ageing by spending time with older people. Through dialogue, it aims to fight the stigma and prejudice associated with ageing.

The installation emulates a garden's inviting. comforting environment and encourages informal conversations with seniors by sitting down with them and posing open-ended. personal questions.

What is the most valuable thing you have learned so far? What has made you the happiest in life? What is your biggest regret? How have you changed? Is it true that people don't grow up?

The custom-built table and the entire ton surface is made from giant sheets of paper stacked on top of each other like the pages of an oversized notebook - and encourages participants to write down their questions before asking them. The table functions as an analogue bridge between generations and is a living archive, which can be reviewed by other visitors to spark new conversations.

www.specialprojects.studio

Commissioned by the Design Museum in

**●** 32 - OLIVER SUTHERLAND They Think They Can Fix You Videoloop

# Does looking at waltzing plants make us

Oliver Sutherland's work often examines the language of digital production, focusing on the relationship between content, tool, and

They Think They Can Fix You presents a tableau of foreboding household plants, slowly moving in unison. The movement of a performer are remapped onto virtual objects using data taken from a motion capture studio. By translating simple human actions through the virtual objects, the work begins to question both our relationship to synthesized objects and agency in digital production

www.oliversutherland.co.uk

**9**33 - FUSEPROJECT Superflex Aura Powered Suit

### A suit augmenting muscle power and giving that extra push

In designing for an ageing population, home care through completing tasks, welfare modules, and accommodating a lack of mobility is the standard approach, but it results in a more sedentary life. While these efforts to address activities of daily living (ADLs) are important, they fail to address the biggest challenge: mobility outside the home. What if technology and design could support outdoor mobility to engage with it physically, socially, and emotionally?

Superflex tackles this question with the Aura Powered Suit - innovative wearable technology that reacts to the body's natural movements, adding muscle power to natu-

rally complement the user's strength when getting up, sitting down, or staying upright.

www.fuseproject.com

♥ 34A – DR. IKE KAMPHOF EN DR. RUUD HENDRIKS (FACULTY OF ARTS AND SOCIAL SCIENCES DEPARTMENT OF PHILOSOPHY, MAASTRICHT UNIVERSITY) Make-Believe Matters. The Moral Role Things Play in Dementia Care

#### When do projects support or undermine people with dementia?

People with dementia are particularly vulnerable to a loss of confidence in their social and physical environment. Many institutions for people with dementia seek new ways. things, and technologies to improve care. Nostalgic door posters and other forms of dementia-friendly design can help people with dementia feel at home, social robots can keep them company, games and virtua reality installations offer the patient pleasant experiences, and electronic doors and fake bus stops help prevent wandering. But many of these solutions have an aspect of visual or material 'make-believe'

Based on fieldwork in healthcare practice, this installation by Dr Ike Kamphof and Dr Ruud Hendrik (University of Maastricht) investigates the ethical question of when does using make-believe manipulate and deceive and when does it support people with dementia? The project develops a teaching module to help caregivers and designers answer this question relative to each situation.

● 34B - ODE TRADING ODE 2017

## A fragrance-release system designed to stimulate appetite among people with

Ode is a fragrance-release system designed to stimulate appetite among people with dementia. In dementia, the sense of smell and taste often reduces, so meals becomes dull and unappealing, leading to the loss of weight. People with dementia may experience problems associated with malnutrition such as dehydration, delirium, and muscle wastage, resulting in social isolation

Alongside visual and aural prompts, food aromas help prepare you for eating by stimulating the parasympathetic nervous system. This subconscious system - known as the cephalitic phase of digestion - signals your salivary glands and stomach to start secreting gastric juices in anticipation of food. Gastric juices then feedback to make us hungrier, creating a cycle of readiness.

www.myode.org

**●** 35 - QINETO 2017

#### The interaction between humans and machines as a rehabilitation method

Qineto develops interactive care products for rehabilitation and the elderly. They designs products at the interface of gaming and physiotherapy, contributing to a more active lifestyle among seniors and accelerating post-surgery recovery.

Qineto's Qbi is a 'robotic ball' controlled, via a built-in infrared camera, by the user's body movements. To improve balance and coordination, the Qbi rehabilitation programmes gets seniors to make specific body movements by playing games with the robot ball. During QBI's development, Qineto worked closely with health professionals and several Dutch health organisations, including Envida, Meander, and Cicero, where the ball's capabilities were extensively tested and optimised in development periods with clients, physiotherapists, movement specialists, and activity therapists.

www.gineto.com

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# **COLOPHON**

A project initiated by Bureau Europa, platform for architecture and design.

# **PARTICIPANTS**

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Commissioned by Radboudumc, Fine Arts Commission (as part of the arts policy De Natuur van het Radboudhuis

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This exhibition continues on an earlier exhibition on care, Intensive Care, curated by Bruno Vermeersch.

# WITH THANKS TO

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