

# ART DIVERSEUM

An Project to Open Facilities  
for Seniors to Society

Atsushi Kato

President

Art Consulting Firm Co., Ltd

# ART DIVERSEUM

Art Museum + Diversity = Art Diverseum

An art museum  
with diversity

## Purpose

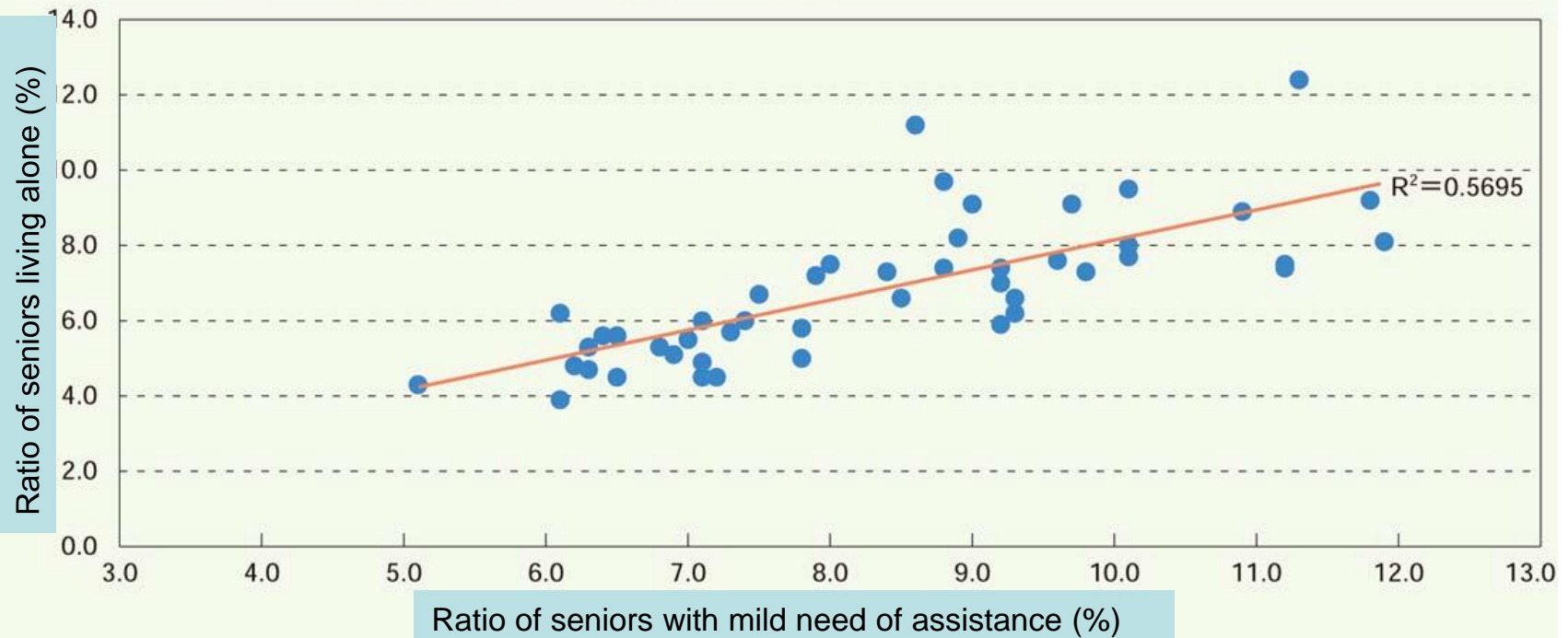
1. To raise the QOL of the facility's elderly residents

By giving a rest home museum-like attributes, it will become open to society and provide opportunities for seniors, who have become socially isolated, to engage in communications, thereby improving their QOL.

2. To raise the QOL of local society

Giving a rest home museum-like attributes enables it to be used by various age groups of local society, providing the community with new social capital.

Graph 2-1-9: Correlation between ratio of seniors who live alone and ratio needing assistance.



Source: Produced from "Report on Care Welfare Conditions" by the Department of Health and Welfare for the Aged, Ministry of Health, Labour and Welfare and assessment by general affairs official attached to policy assessment division, based on "National Government Survey" conducted by the Bureau of Statistics, Ministry of Internal Affairs and Communications. The ratio of mild need for assistance for 2003; ratio of seniors living alone is for 2000.

- This shows a slight correlation between higher percentage of single-person households and the percentage of those recognized as requiring care.
- When seniors live alone with few opportunities for communication, there is a strong possibility they will require care.



It's important for the elderly to have opportunities for communication.

## Facilities for seniors

(People encountered on a regular basis)

Senior residents, assisting staff

Relatives, friends

Human relationships of those receiving arbitrary care



Fixed relationships without stimulation  
(Closed society)

Since opportunities for communications are few, possibility of decline in care status

## Ordinary society (community)

(People met on a regular basis)

Relatives, friends and other familiar people

Local people of different sexes and generations

Unfamiliar new visiting guests (visitors)

Human relations through people's self-initiatives and mutual assistance



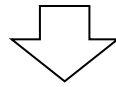
Indigenous and creative relationships  
(Open society)

Opportunities for communications with various people, making it possible for residents to feel life is worth living

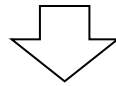
It's important to bring back elements of normal society to rest homes.

A means of bringing back facilities  
for the elderly to normal society

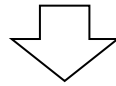
Attract random visitors from outside



Create a place that random people from outside will want to visit



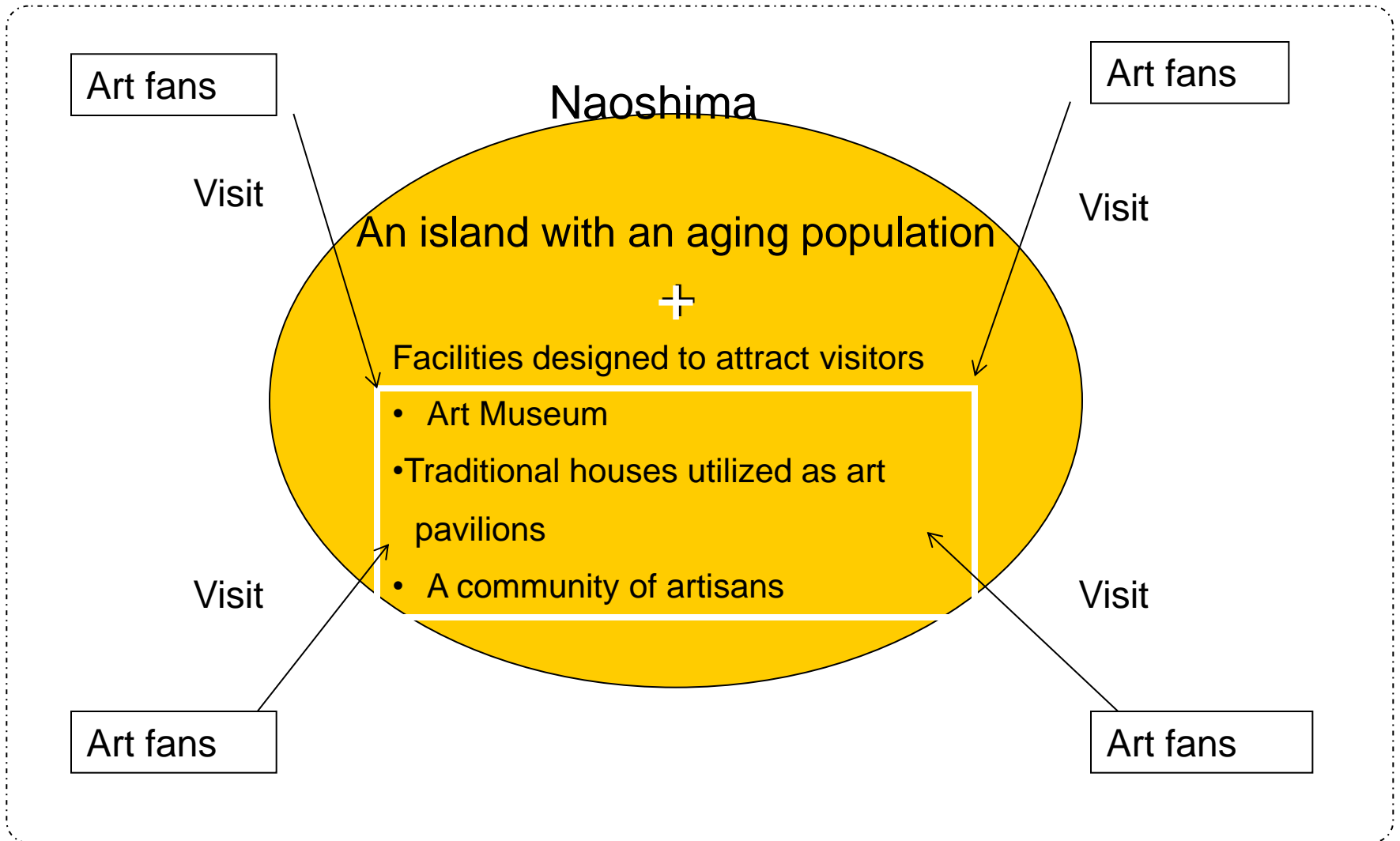
Provide facilities with the purpose of attracting visitors



Create devices to encourage visitors and elderly residents to engage  
in communication

Provide the facilities with a purpose of attracting visitors

## Naoshima's case



# Honmura Village, Naoshima. Interaction between visitors and residents



Elderly volunteer and art lover at the entrance of the Art Pavilion





# Rest home SOPHIE, Akita City, Japan



# Richard Long at Rest home SOPHIE



# Richard Long's "Akita Waterfall Line", Rest home SOPHIE



# Richard Long Exhibition at Royal Academy of Arts, London



# Gallery SOPHIE



# Forever Museum of Contemporary Art Gallery (FMOCA), Akita, Japan



**Rest Home “Sophie”  
(Exhibition Annex hall)**



Lead Art Fans from museum to Annex Facility

**Forever Museum  
of  
Contemporary Art**



Exhibition

**General Society**

**ART FANS**





# Main Exhibit Hall, Forever Museum of Contemporary Art, Akita, Japan



Exhibit Annex Hall, Rest Home Sophie, Akita, Japan



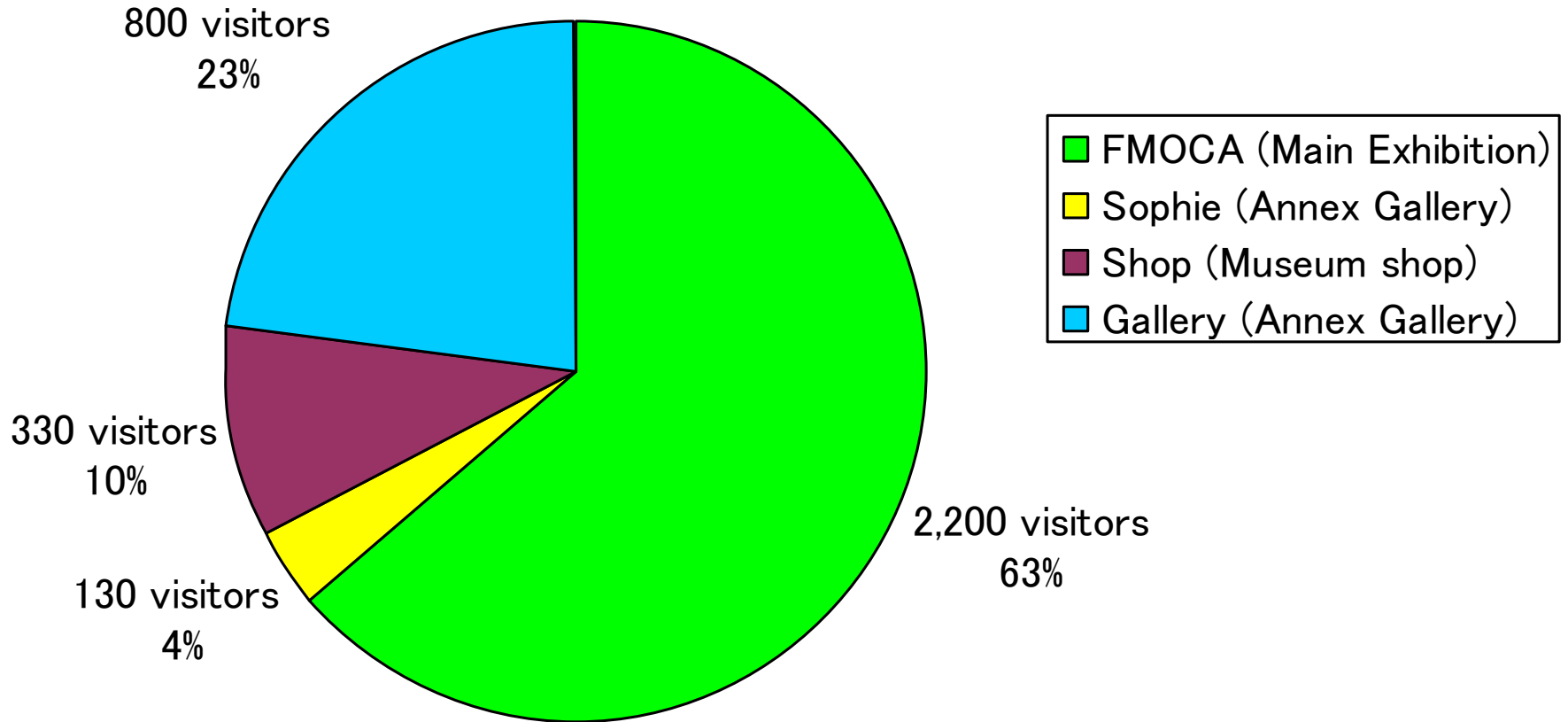
# Museum Shop for Kusama Exhibition



# Alternative Art Space “Cocolabo”, Akita City

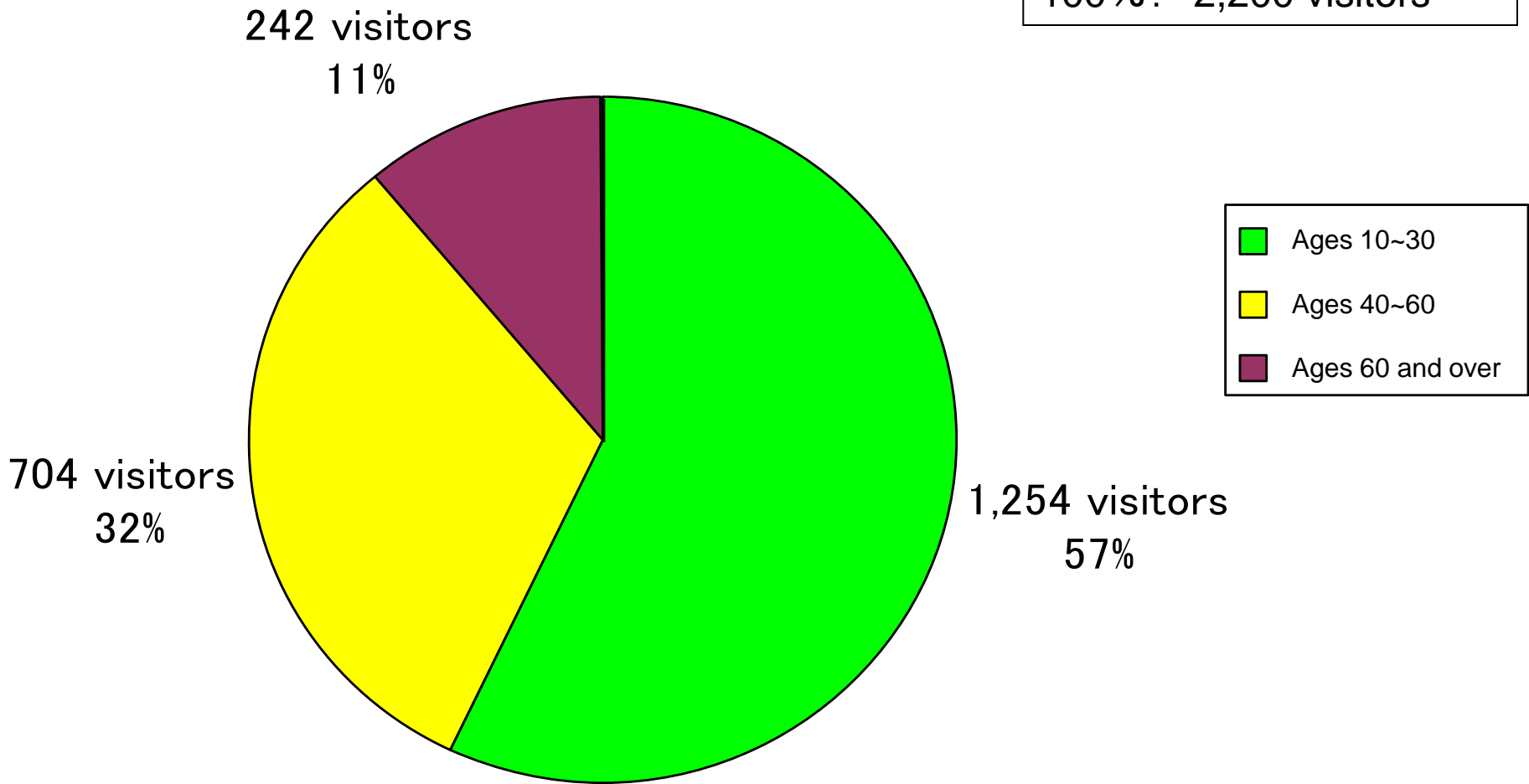


Visitors to the Art Diverseum Yayoi Kusama Exhibition (Held from 20 March to 10 May, 2007)



100%: 3,460 visitors

100%: 2,200 visitors



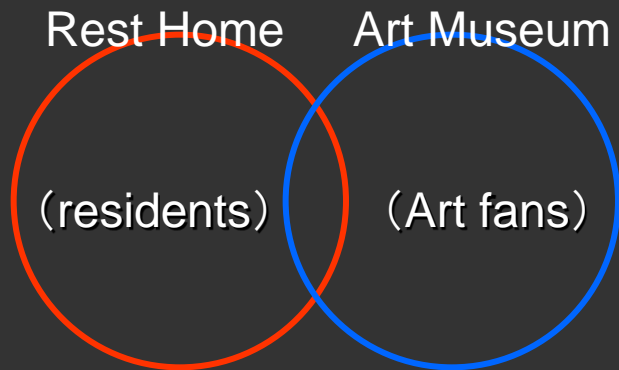
Visitors to FMOCA by Age



One of the residents said, “I don’t know that much about paintings, but when I see young people coming to look at the paintings, I feel rejuvenated.”

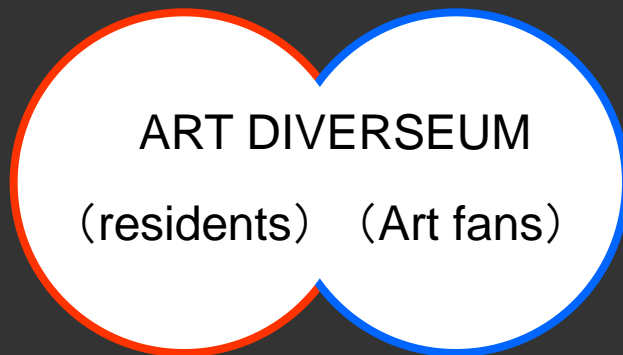






## Single Function

- Care (Rest Home)
- Art Appreciation (Art Museum)



## Many possibilities (New Values)

- Have both care and art appreciation functions  
New Community House for the region  
(The facility itself participates in and contributes to society)



**Life with a purpose where the meaning of existence is recognized in society**

Thank You for Your Kind Attention