The Age of Creativity: Arts & The Future of Aging
The Age of Creativity: Agenda

- Welcome!
- Overview of research & policy priorities
- Brief Q & A
- Interactive Activity
- Panel Discussion and Q & A
Beth Bienvenu

Accessibility Director
National Endowment for the Arts
NEA Support for Creative Aging

- Grants for arts projects
  - Across all art forms
  - Over $500,000 each year to creative aging projects

Stagebridge Senior Theatre Oakland, CA
NEA Support for Creative Aging

• Leadership Initiatives
  – Teaching Artist Toolkit
  – Online directory of creative aging programs
  – Interagency Taskforce to promote research
National Summit on Creativity and Aging in America

- Held in May 2015 at the NEA with the National Center for Creative Aging
- To develop recommendations for the White House Conference on Aging
Three Focus Areas

- Three focus areas
  - Lifelong learning and engagement in the arts
  - Health and wellness and the arts
  - Design for aging communities
Barriers

- Ageism
- Lack of equitable access
- Lack of business models
- Projects not to scale
- Lack of research

IONA Wellness & Arts Center
Washington, DC
Solutions

- Culture change to overcome ageism
- Incentives for private sector to support age-friendly art/design
- More public/private sector partnerships to build infrastructure
- Funding for interdisciplinary research and art/science collaborations

Stagebridge
Oakland, CA
NEA recommendations for the field

• Establish national campaign to promote the arts and age-friendly design

• Build leadership council of arts, design, aging, health, and community services to promote collaborations

MacPhail Center for Music
Burnsville, MN
Soaring into the Future
Seeking New Horizons in Aging and Philanthropy

2015
#GIAging2015

NEA recommendations for the field

- Convene social entrepreneurs to help arts and design fields bring services to scale
- Establish clearinghouse of evidence for researchers and practitioners

Community Music Center
San Francisco, CA
Building Research Capacity

• Online Guide to Community-Based Research on the Arts and Health

• “How-to” manual for developing community-based partnerships for research

• Will be developed by the University of California, San Francisco
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2015

#GIAging2015

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Science + the Arts

Lisa Onken, Ph.D.
National Institute on Aging
October 2015
“The scientist is not a person who gives the right answers, he's one who asks the right questions.”

― Claude Lévi-Strauss
“Millions saw the apple fall, Newton was the only one who asked why?”

-Bernard M. Baruch
The establishment of theory is the very purpose of science.

— Martin H. Fischer
“Any theory is better than no theory.”

-Fuller Albright
The heart of science is measurement.

-Erik Brynjolfsson
“Count what is countable, measure what is measurable, and what is not measurable, make measurable.”

-Galileo Galilei
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October 2015

The amount.
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The frequency.
The effects.
The effects.
The mechanism.
The ultimate outcome.

Subjective well-being?
Improved cognition?
Better health?
Longevity?
“This small group of “big C” individuals includes a diverse group of artists and scientists. When the activations in the two groups are compared, the findings give no support for the notion that the artist and scientists represented “two cultures.” Rather, they suggest that very gifted artists and scientists have association cortices that respond in similar ways.” (2012)
Activating and Relaxing Music Entrain the Speed of Beat Synchronized Walking

Marc Leman1,*, Dirk Moelants1, Matthias Varewyck2, Frederik Styns1, Leon van Noorden1,
Jean-Pierre Martens3

1 Institute for Psychoacoustics and Electronic Music, Department of Musicology, Ghent University, Ghent, Belgium. 2 Department of Electronics and Information Systems, Ghent University, Ghent, Belgium.

Effects of Creative Arts Therapies on Psychological Symptoms and Quality of Life in Patients With Cancer

The importance of music for people with dementia: the perspectives of people with dementia, family carers, staff and music therapists

Orii McDermott1,*, Martin Orrell2,3 and Hanne Mette Ridder3

*Mental Health Sciences Unit, Faculty of Brain Sciences, University College London, London, UK; 1Doctoral Programme in Music Therapy, Institute for Communication and Psychology, Aalborg University, Aalborg Øst, Denmark. "Central and North West London NHS Foundation Trust, St Charles Hospital, London, UK; 3Research and Development, North East London NHS Foundation Trust, Goodmayes Hospital, Essex, UK.

Healthy Aging Persons and Their Brains: Promoting Resilience Through Creative Engagement


Susan H. McFadden, PhD3,*, Anne D. Basting, PhD1

Support Care Cancer (2013) 21:2609–2624
DOI 10.1007/s00520-013-2841-4

Music-based interventions in palliative cancer care: a review of quantitative studies and neurobiological literature

Patrick Archie  •  Eduardo Bruera  •  Lorenzo Cohen
The most beautiful thing we can experience is the mysterious. It is the source of all true art and science.

-Albert Einstein
Thank You
Brief Q & A
Margot Greenlee
Founder & Director

BODYWISE
DANCE

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#GIaging2015
Panel Discussion / Q & A

Beth Bienvenue, NEA
Lisa Onken, NIA
Margot Greenlee, BodyWise Dance
Teresa Bonner, Aroha Philanthropies