

# Encounter Art promoting well-being

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# The content of our presentation

- Greetings from Laurea University of Applied Sciences, Finland
- Japan – Finland co-operation
- What is Encounter Art?
- Encounter Art and the elderly
- Art and wellbeing
- Encounter Art promoting wellbeing



# Laurea in the heart of the Helsinki Metropolitan Area

- 6 campuses
- 8500 students
- Bachelor's and Master's degrees
- Open university
- Specialization training
- Research, Development and Innovations



# Laurea in numbers



Bachelor's degree students: **7310**  
Master's degree students: **1242**



Graduates in total by the end of 2021 **32 050**



Laurea hosts **680** international degree students each year



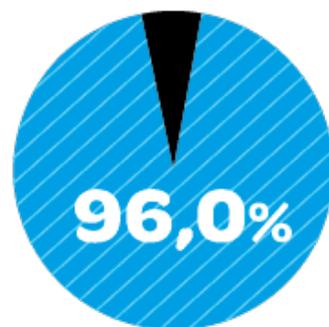
Number of personnel: **648**



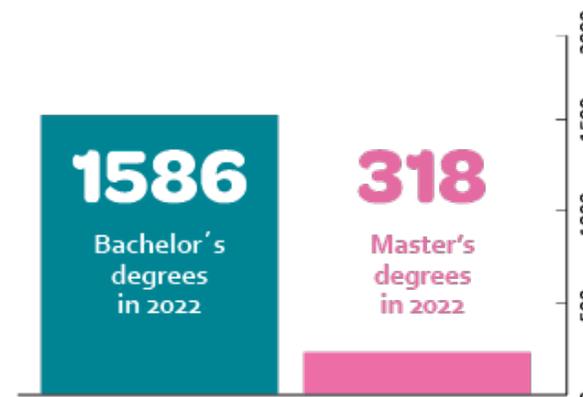
Laurea hosts about **300** exchange students each year

## Appealing University of Applied Sciences

4,2 primary applicants / starting places (2023)



Employment rate of graduates in 2020 one year after graduation



# Bachelor's programmes taught in Finnish



## Social Services and Nursing

- Physiotherapist
- Social Services
- Correctional Services
- Nursing
- Public Health Nurse
- Rehabilitation counsellor



## Business Management and Information Technology

- Business Management
- Legal expertise
- Business Information Technology, Developing Digital Services
- Business Information Technology, Cyber Security



## Service business

- Beauty and Cosmetics
- Service business
- Hospitality Management & Service Design
- Safety, Security and Risk Management

# Bachelor's degree programmes

- Nursing
- Social Services
- Safety, Security and Risk Management
- Business Management
- Business Information Technology, Developing Digital Services
- Business Information Technology, Cyber Security
- Hospitality Management & Service Design





# Japan – Finland co-operation

- Clinical Art and Encounter Art co-operation is an excellent example of joint-development work
- Encounter Art is a Finnish version of Japanese Clinical Art
- Developed in cooperation with Tohoku Fukushi University (TFU) and with the Japan Clinical Art Association (JCAA)
- Important things that have been adapted from Clinical Art and Japanese culture: values, appreciation and aesthetics
- 17 years of co-operation and still continuing

# Encounter Art History

- 2006 Sendai-Finland Seminar in Tohoku Fukushi University (TFU) Japan, starting point for EA
- First named Active Art in Elderly Care: co-operation and development work with TFU and JCAA, Active Art counsellors' education began
- 2010 Laurea registered Encounter Art Trade Mark and EA special studies (30 credits), more different client groups and deeper development
- 2014 Finnish Encounter Art Association (Suomen Kohtaamistaide ry) was founded
- 2017 EA teacher education (14 EA teachers graduated 2019)
- 2019 EA education is offered in three UAS in Finland
- 2023 There are about 400 Encounter Art counsellors in Finland





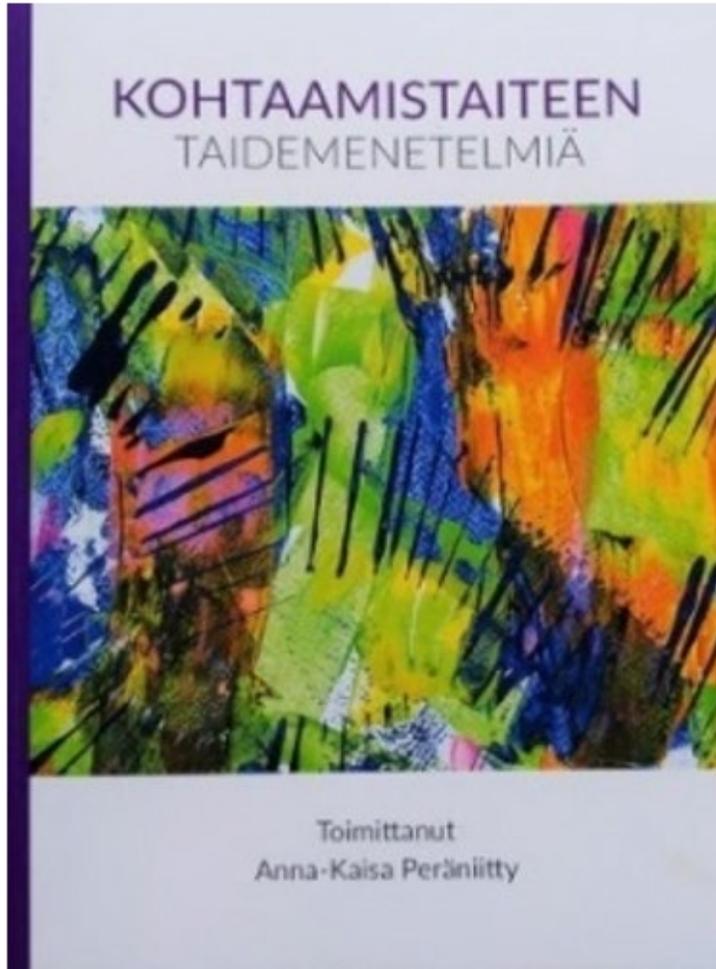


# Laurea's role as a developer of EA

- Laurea owns the trademark of EA in Finland
- Laurea is responsible for the quality of EA education
- Laurea provides teachers' education and further education for EA teachers
- Laurea is now starting development work of a certificate for EA counsellors



# The Finnish Encounter Art Association



The Finnish Encounter Art Association was founded in 2014. The aim of the activities is to promote the development and recognition of Encounter Art and to gather professionals and supporters of Encounter Art into joint activities.

The association organizes for its members and those interested in Encounter Art e.g. art evenings and other events remotely and live.



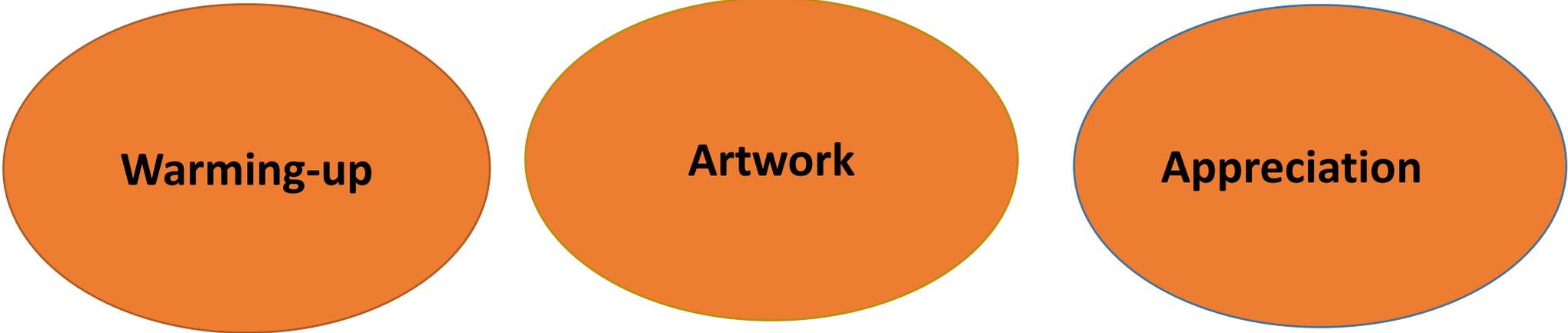
# What is Encounter Art?

- Encounter Art is a structured, multi-sensory group art activity, where appreciation plays a significant role in interaction and in making and experiencing art
- Encounter Art can support mental health and prevent loneliness, giving possibility to belong to an art group and work together through the means of art
- EA is used from early childhood education to elderly care, and in work well-being
- EA groups have been organized as face-to-face sessions and online sessions



# The structure of the Encounter Art session

Encounter Art session or workshop is structured and divided into three parts

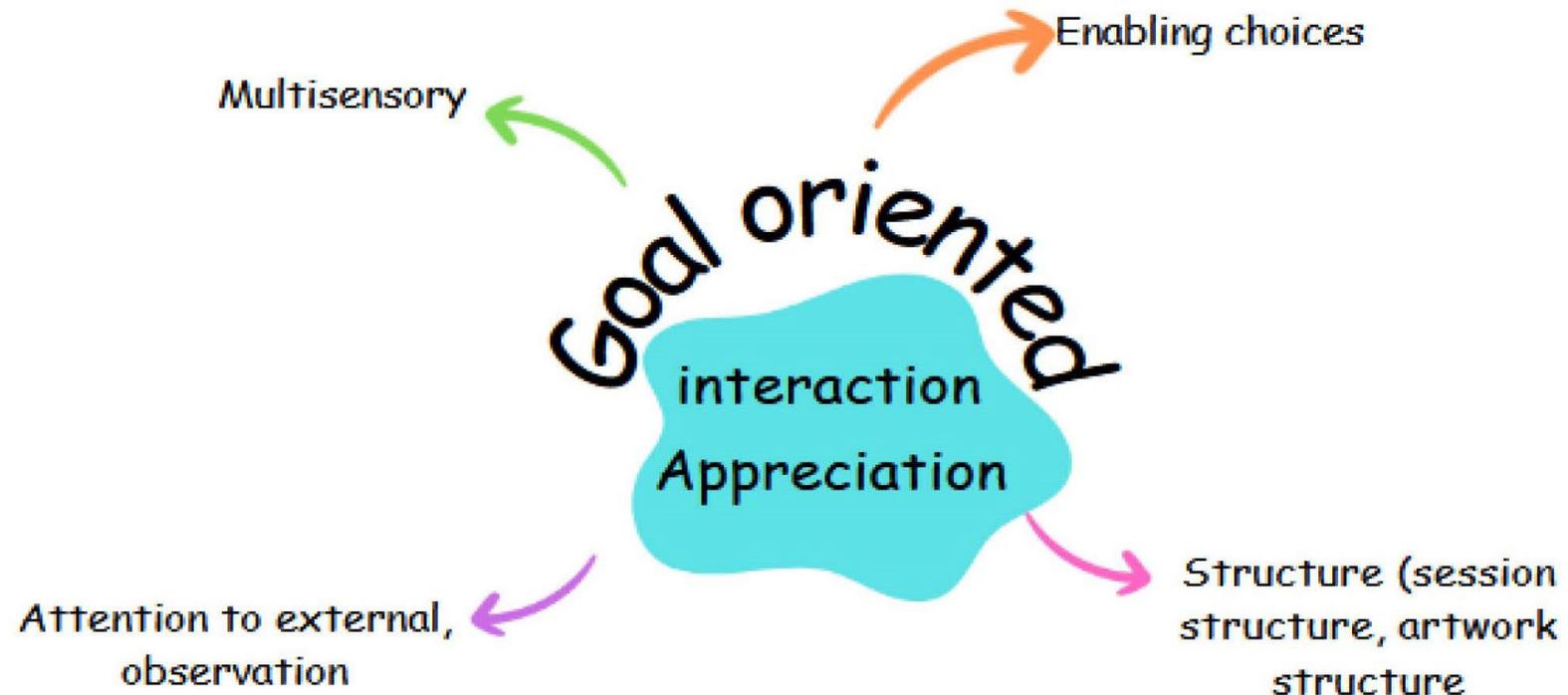


**Warming-up**

**Artwork**

**Appreciation**

# Encounter Art principles



## Appreciation

- Appreciation is at the heart of everything we do. The thought, thank you for being here, is reflected in all the action. It can be seen in the quality of materials and tools and in the preparation of the space before the start of the session.

## Interaction

- The basis of the activities is a good interaction between group members and between the participants and the art materials.

## Goal-oriented

- The objectives of the activities are always determined by the needs of the group and are based on the principles of Encounter Art.

## Enabling choices

- During the Encounter Art activity, the group members have the opportunity to make choices regarding colors, for example. The possibility of choices also creates positive stress.

## Structure

- The operation follows the same familiar three-stage structure; warming-up, working with art and appreciation. Art work is also always phased so that everyone is able to participate.

## Multisensory

- Multisensory orientation is present in warming-up and art work. Making and experiencing art is holistic and can be experienced through all senses.

## Attention to the external

- When working, instead of internal processes, attention is paid to materials and art tools, multisensory elements and the artworks.

# Encounter Art and the Elderly - Different group types

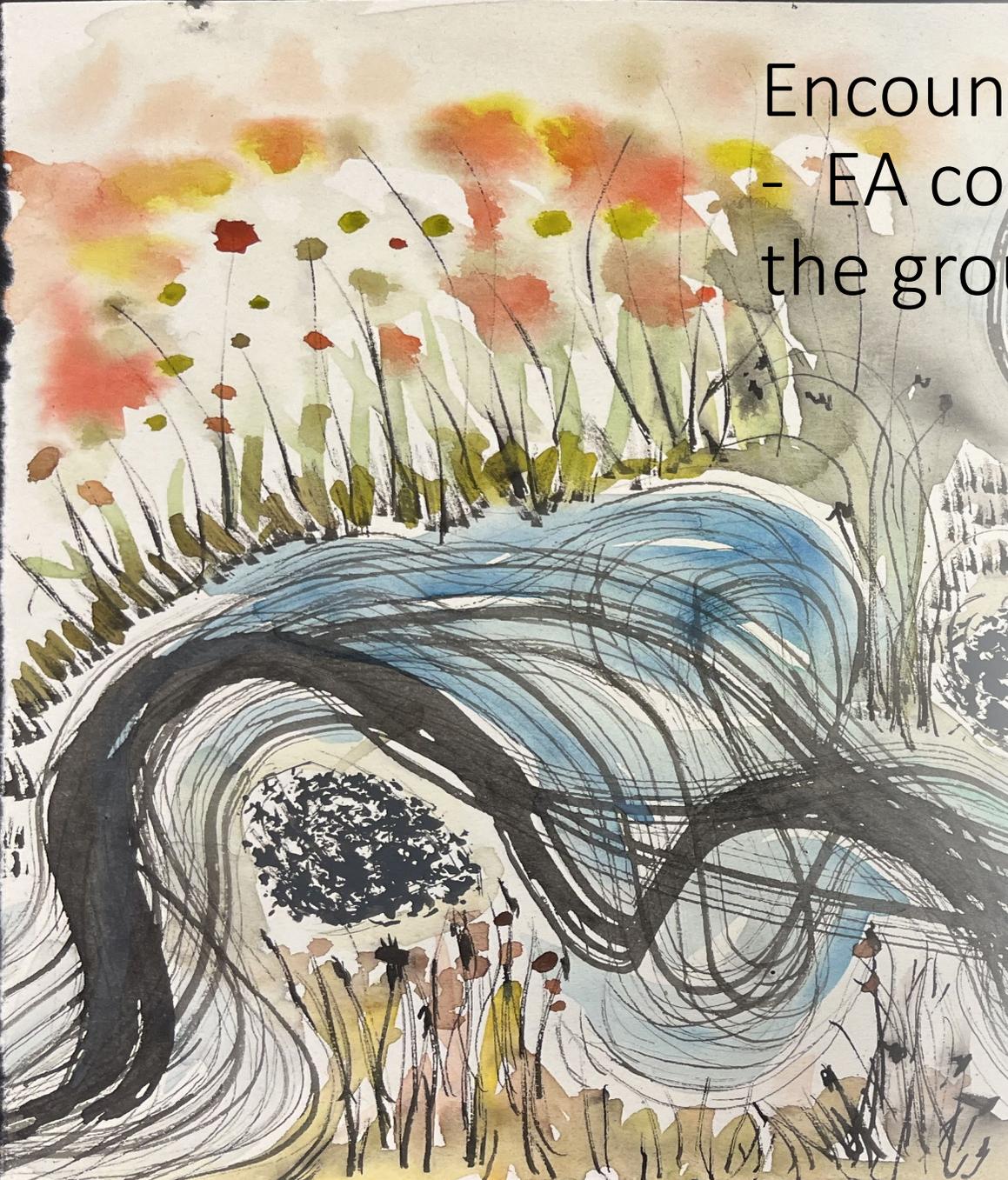
Day activity groups  
for elderly living at  
home

Groups in care and  
nursing homes

Hobby groups in  
senior centers

Intergenerational  
groups

Work well-being  
groups for employees

A watercolor painting of a landscape. In the foreground, there are thick, dark, swirling lines in black and blue, suggesting a path or a large, abstract shape. The middle ground shows a winding path leading through tall, thin grasses and reeds. The background is filled with soft, warm colors like orange, yellow, and red, suggesting a sunset or sunrise. The overall style is expressive and somewhat abstract.

# Encounter Art and the elderly

## - EA councillors' observations of the groups

- Helps to experience inclusion - I belong to this group!
- Helps to calm down for a moment
- Helps to activate the elderly for a moment
- Awokes memories
- Encourages to join the conversation
- We are all artists, and we can create art!

# Effects of art participation on health and well-being, according to WHO report. These effects can also be seen in Encounter Art.

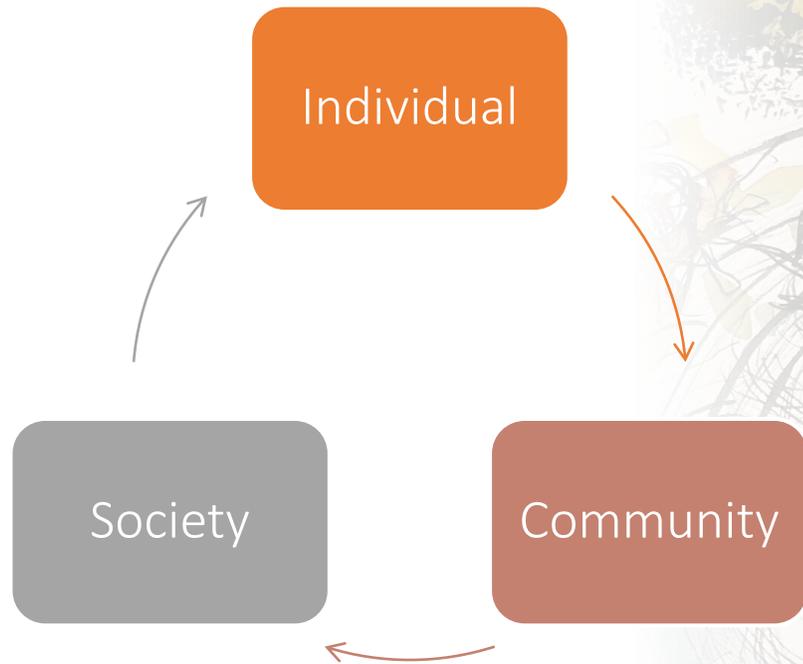
## Key components:

- aesthetic engagement
- involvement of the imagination
- sensory activation
- evocation of emotion
- cognitive stimulation

## Art can be

- A self-made activity
- An experience
- Part of the built environment

The effects of art and culture can be examined on three levels



# What is influenced by art and culture? The effects of art and culture, some examples

(The Finnish Innovation Fund Sitra 2017)



## Social welfare

- Increasing participation
- Prevention of exclusion
- Supporting critical thinking



## Health

- Perceived health and quality of life
- Health promotion and treatment
- Mental health and mental well-being



## Learning

- Self-knowledge, social skills and emotional skills
- Lifelong learning
- The development of organizations



## Economy: direct and indirect effects

- Culture as an employer and industry
- Development of regions and cities
- Savings in public costs



## Environment

- Increasing knowledge and understanding
- An alternative to sustainable consumption



## Cultural sustainability

- Cultural heritage and cultural identity
- Diversity and understanding of cultures
- The role of culture in sustainable development

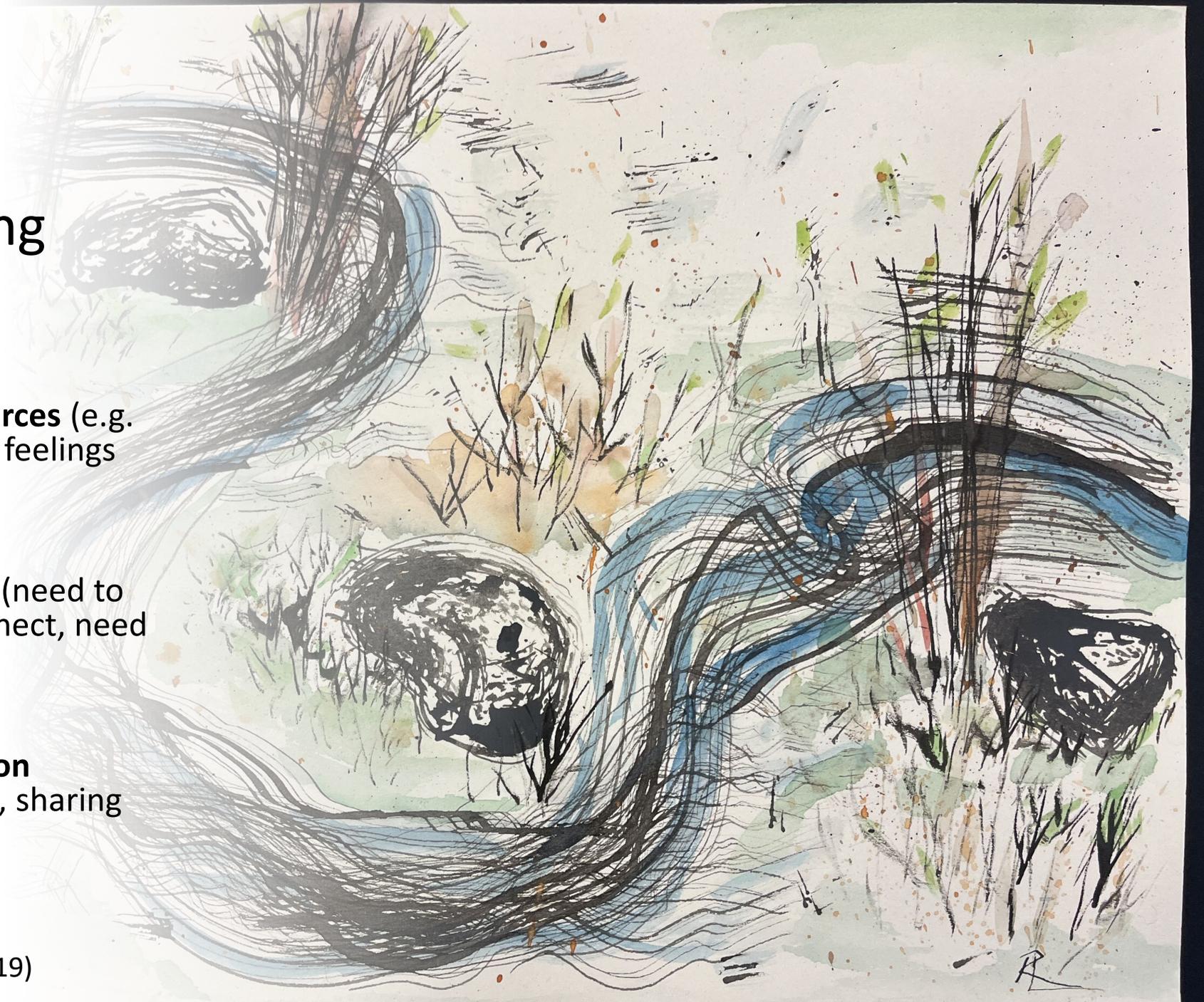
# Creativity and creative activity increase well-being

**Strengthens intangible resources** (e.g. confidence, ability to express feelings and experiences)

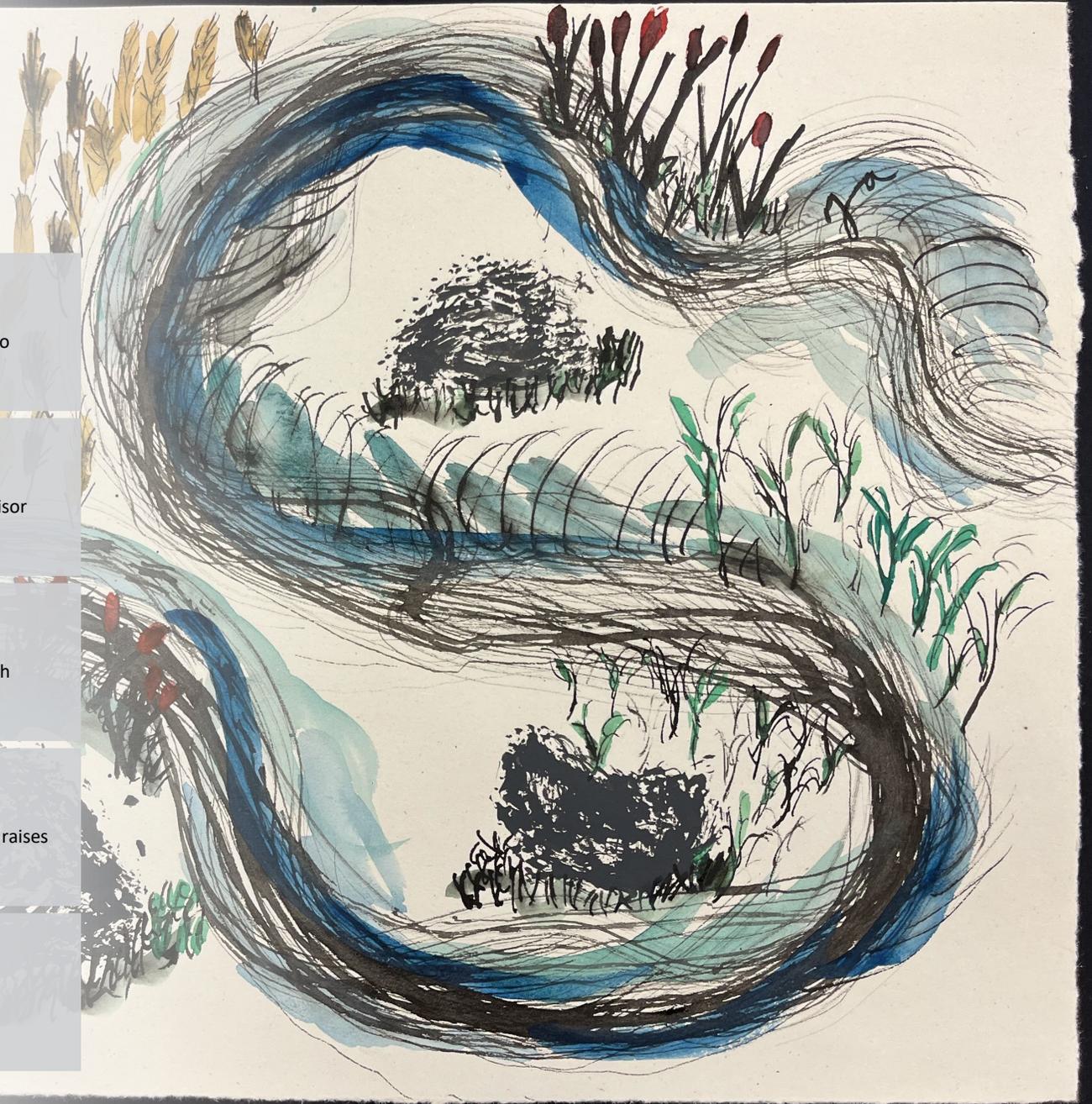
**Responds to different needs** (need to express feelings, need to connect, need to refresh...)

**Offers experiences of inclusion** (opportunities for interaction, sharing experiences).

(Huhtinen-Hildén & Karjalainen 2019)



# The key goals of Encounter Art



## Promote

Promote wellbeing through making art

- Helps with stress relief, activates both hemispheres, develops the ability to concentrate

## Inspire

Inspire the flow of making art

- It is safe to work in a structured art group under the guidance of a supervisor

## Promote

Promote the experience of aesthetic joy for individuals

- Making artwork with one's own hands, experiencing art and sharing it with others is a source of aesthetic joy

## Provide

Provide the feeling of success for participants

- EA has positive effects on the atmosphere in the groups and appreciation raises self-confidence of participants

## Reinforce

Reinforce interaction and strengthen communality

- A sense of belonging when working side-by-side and in a group

# Learning in art, about art and through art

Encounter Art, like all art activities, can create spaces for participation where thoughts and feelings can be made visible and expressed through art. Art creates memory traces that affect us throughout our lives.



# Thank you!

Special thanks to  
Encounter Art Teacher Anu  
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of Encounter Art  
Counsellor studies 2023  
for great artworks of this  
presentation.

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