



Külli Hansen

Tartu Centre for
Creative Industries

About me

- Education in arts
- Creative entrepreneur, art gallerist and curator
 - Business coach and lecturer
 - Creative therapist
- General manager of Tartu Centre for Creative Industries

Community project

Secret Double

- Project started in 2017 and the exhibition still travels around in USA
- Collaboration between organizations and artists from Latvia, Estonia, and the USA
- More than 10 exhibitions in 3 countries
- More than 60 participating artists
- More than 100 000 visitors
- Discussions, workshops, concerts, seminars, round-tables

Secret double

“She is not my friend.

And yet she is so close, so intimate;

I can’t quite call her an enemy.

But she is there, existing parallel to the self.

She is not my friend, nor is she yours.”

Madara Lazdina

This is depression.

Most persons afflicted by depression bear their burden in silence, afraid of the stigma associated with mental illness.

They walk restrained in the shadow of their Secret Double.

How can we speak to the hearts of those in the trenches in such a way that they come out of hiding?

We must speak in their language
- the universal language of art.

Artwork by Vaiva Šmite



What happened

- Latvian organisations Partneri, Bridgebuilders International from USA and Estonian organisation ARTEST+ organised the joint project
- The exhibition was opened in Riga Congress Hall, in January 2017 and was visited by more than 10 000 persons
- The exhibition travelled around in Latvia in 5 different cities and its visitors could attend lectures and therapy seminars, engage with artists and mental health professionals
- In Estonia it was exhibited in Estonian National Museum and 3 other cities and the total number of visitors increased 20 000 persons
- In USA, the exhibition was opened in Oregon in 2019 with 32 artists from Europe and 43 local artists and with more than 20 000 visitors
- In every venue the exhibition was complemented by different kind of events

Why was the exhibition important?

- In Latvia, as well as in Estonia, approximately 115 000 people suffer from clinical depression every year.
- Both Latvia and Estonia lament the 10th highest suicide rate per capita in the world. The numbers continue to rise
- Many people have little understanding of this illness, many others deny their depression because they are ashamed and afraid of being stigmatized.
- In 2017 talking about depression was not very common, it was and still is a taboo topic in certain communities
- Artists refused to paint and make artworks on such topic

What was the impact of the exhibition and the side events?

- Stories of people, who could speak about their depression first time in their lives, openly
- Artists who were ready to share their stories – both in written and in other forms
- Professional help and contacts were delivered to tens and tens of people
- Networks of people were created who were ready to help each other

Creativity is the ability to look at something in a new way, finding new approaches to completing tasks and increasing productivity.

- This skill involves lateral thinking, which is a way of solving problems by using an indirect approach as opposed to traditional, step-by-step logic.
- “Thinking outside the box” allows you to notice patterns that are not obvious.
- Creativity is something we can improve

Art is more than just the language of Europe. It is the Universal language. Just as man worldwide is imprinted with the Imago Dei, so we are made to speak the language of the soul... through creation and art.

*The Step
of Faith*

Ain Vares



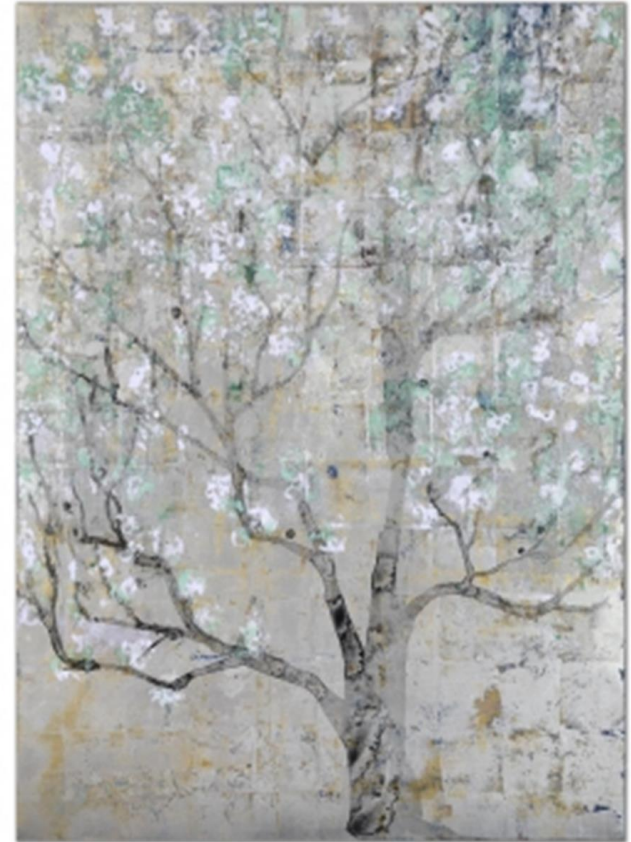


Makoto FUJIMURA

Art can train us to “see” with our eyes, or even “listen” through our eyes, and that experience can help to tap into the “eyes of your heart.”

So, after seeing my work, my desire is that you open the eyes of your heart, and see the world and the people around you a little differently.

Instead of being filled with anxiety about the world, we can truly see the prismatic possibilities of the world around us.

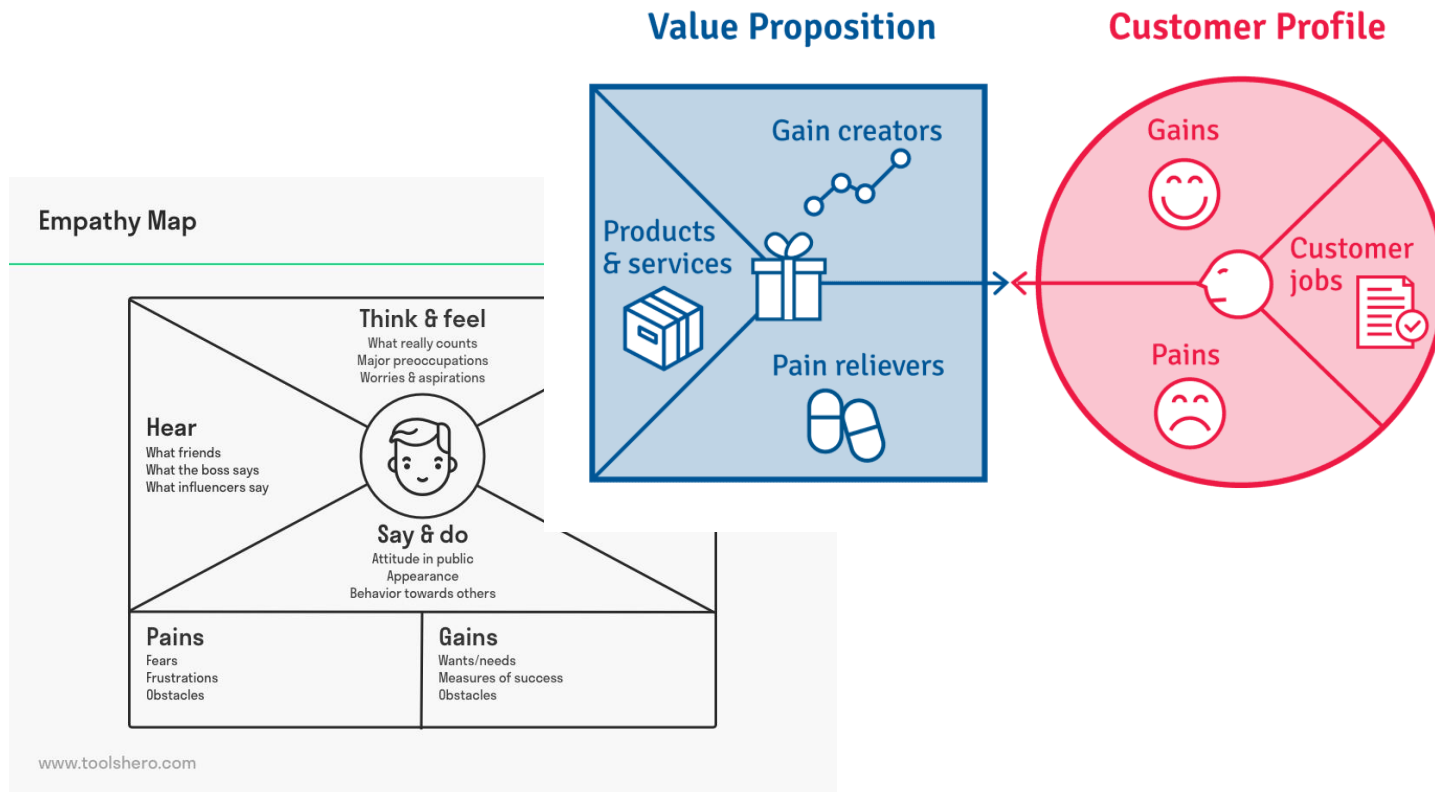


SOLE survivor / COOPERATION seeker



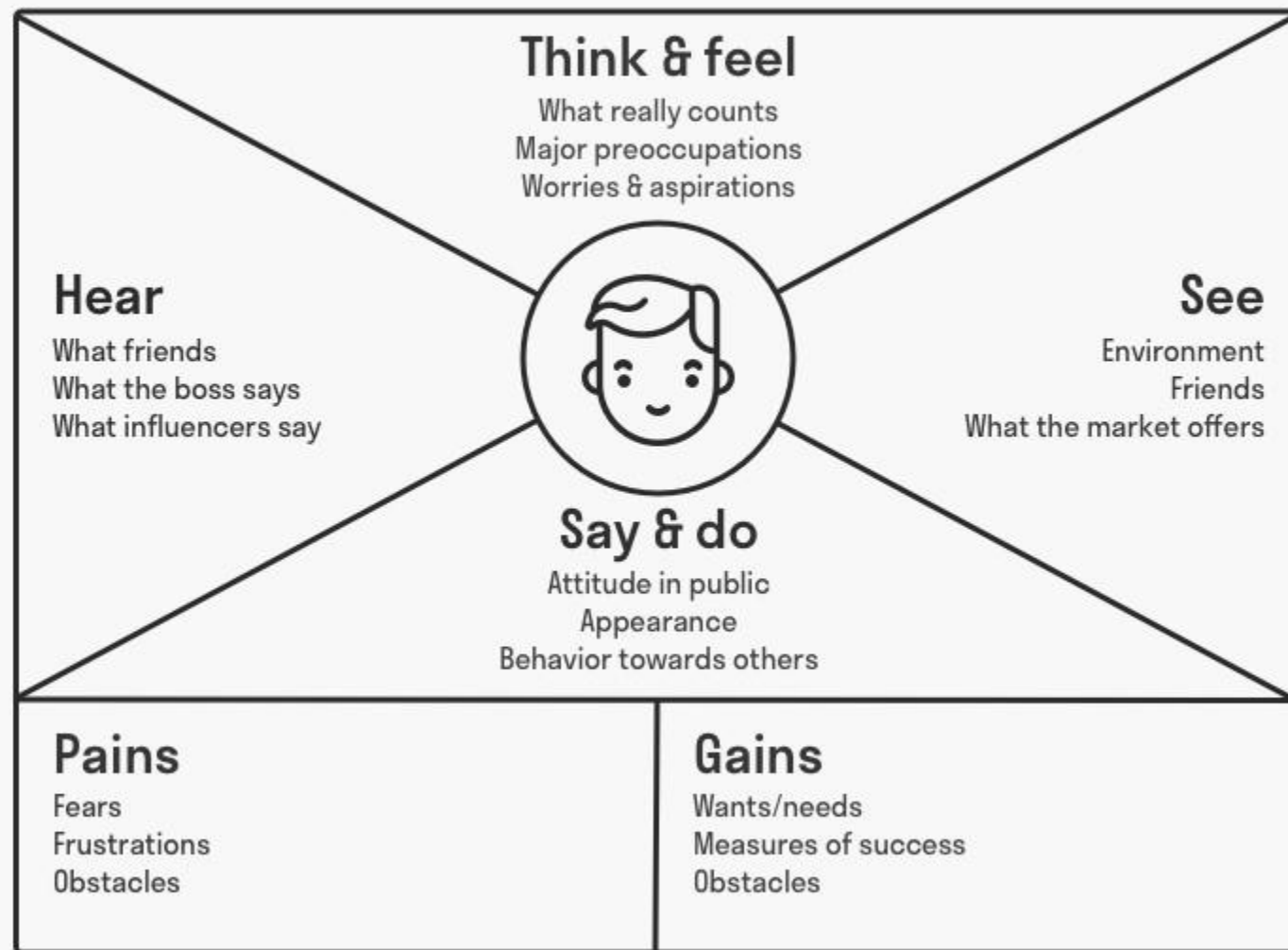
- **Hipster:** innovative, creative input
- **Hacker:** technological and digital competencies
- **Hustler:** marketing, socialising

WHO IS MY AUDIENCE?

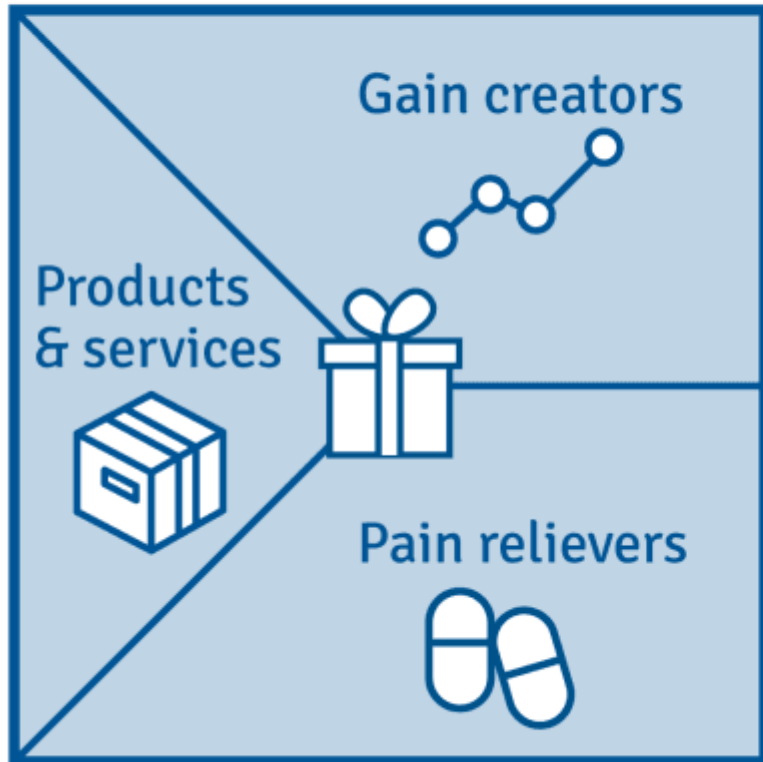


BUSINESS CANVASES

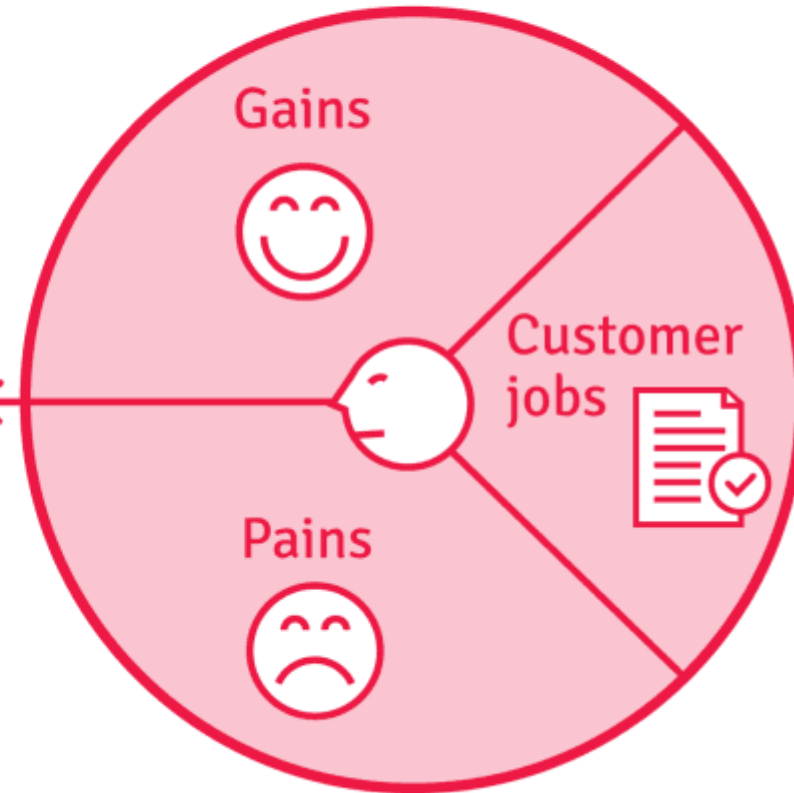
- Value Proposition Canvas
- Empathy map



Value Proposition



Customer Profile





QUESTIONS

- DOES GOD CARE IF ART SELLS?
- CAN ARTISTS MARKET THEIR ART WITHOUT LOSING THEIR SOULS?
- WHEN YOU MAKE AN ARTWORK FOR JESUS, THEN WHO IS YOUR AUDIENCE?
- HOW DID JESUS ADDRESS DIFFERENT AUDIENCES?



Have a nice Christmas Time!
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