

# Works in Progress: Defining the Art of Wellness in Museums

Heartland Whole Health Institute, 850 Museum Way, Bentonville, AR

## Convening Agenda

### Pre-Convening: Tuesday, April 28

Time	Event
All Day	Attendees arrive at 21c Museum Hotel Bentonville via Lyft.

### Day One: Wednesday, April 29

Time	Event
8:15 – 8:30 am	Presenters travel to the Heartland Whole Health Institute via Lyft or on foot.
8:30 am	Presenters check in and review logistics in Ballroom C.
9:00 – 9:30 am	Attendees travel to the Heartland Whole Health Institute via Lyft or on foot.
9:30 – 10:00 am	Attendees arrive for registration and enjoy a light breakfast.
10:00 – 10:15 am	Anne Kraybill, CEO of Art Bridges, and Amanda Driver, Director of Fellows, Internships, and Wellness Initiatives at Art Bridges, welcome attendees and deliver opening remarks.
10:15 – 11:45 am	<b>Keynote and Creative Activation: <i>Loneliness, Art</i></b>

*Museums, and Health: Opportunities for Immediate Action*

**Presenters:** *Dr. Jeremy Nobel and Chris Doucette, The Foundation for Art & Healing*

Dr. Jeremy Nobel's keynote will begin by unpacking and demystifying loneliness, a growing global public health crisis that is eroding health and well-being for individuals and our communities. Then, drawing on recent biomedical research as well as case examples from The Foundation for Art & Healing's signature initiative, Project UnLonely, his talk will explore fresh approaches to addressing loneliness, leveraging creative arts expression to engage, activate, and connect. The keynote session will also include an arts-enabled activation facilitated by Chris Doucette, Executive Director of The Foundation for Art & Healing, giving participants an opportunity to engage with Dr. Nobel's work not just cognitively but also mindfully and imaginatively. Finally, putting the puzzle pieces together, Dr. Nobel will identify opportunities for art museums to take immediate action in addressing loneliness creatively.

**11:45 am – 1:00 pm**

Lunch is served in the entrance hall.

**1:00 – 1:45 pm**

**Presentation:** *Integrating Partner Loan Network Groupings: Curation to Logistics*

**Presenters:** Sarah Martin and Javier Rivero Ramos, Art Bridges

This session will include an overview of the requirements and logistics of loans facilitated by the Partner Loan Network, as well as a curatorial presentation of a selection of groupings available through the program.

**1:45 – 2:00 pm**

Attendees gather for a group photo followed by a short break.

<p><b>2:00 – 3:30 pm</b></p>	<p><b>Session:</b> Museum Case Studies and Q&amp;A  <b>Presenters:</b> Abigail Simmons and Margie Makowski, Allentown Art Museum; Josie Jimarez-Howard, El Paso Museum of Art; and Annie Saldaña and Dileyca Liz Cepeda Arias, Museo de Arte de Puerto Rico.</p> <p>Museums are centering programming at the intersection of art and wellness in unique and innovative ways. Representatives from three museums, who attended the inaugural art and wellness convening in fall 2025, will share their new and expanded projects that highlight social, emotional, physical, and/or cognitive well-being outcomes.</p>
<p><b>3:30 – 5:00 pm</b></p>	<p>Free Time and Art Activations (Optional)</p> <p>Attendees have time to unwind and decompress. The Art Bridges Learning &amp; Engagement team will guide interested participants on a short trail walk from the Heartland Whole Health Institute to Alice L. Walton School of Medicine (AWSOM). Afterward, attendees may choose from four 30-minute activities: sketching in nature, art conversations, body movement exercises, or self-guided reflection in the galleries.</p>
<p><b>5:00 – 5:30 pm</b></p>	<p>Attendees attend happy hour at 21c Museum Hotel Bentonville.</p>
<p><b>5:30 – 7:30 pm</b></p>	<p>Attendees enjoy dinner at The Hive.</p>
<p><b>7:30 – 7:45 pm</b></p>	<p>Interested attendees gather to walk to James Turrell's Skyspace, <i>The Way of Color</i>. (Optional)</p>
<p><b>7:50 pm</b></p>	<p>Music of the Mind Sunset Experience at James Turrell's Skyspace, <i>The Way of Color</i> (Optional)</p> <p>Music of the Mind is an interdisciplinary art-science project by cognitive neuroscientist and Art Bridges Research &amp; Evaluation Specialist Kim Awa that</p>

transforms brain activity into music. Using brain recordings collected during immersive Skyspace activations, neural signals were translated into a 33-minute layered musical composition. The resulting piece blends multiple participants' brain activity, creating an auditory reflection of the unique ways people experienced the same art installation.

*\*Sunset is at 8:04 pm and the experience begins 10 minutes prior.*

## Day Two: Thursday, April 30

Time	Event
8:50 am	Attendees travel to the Heartland Whole Health Institute via Lyft or on foot.
9:00 – 9:15 am	Attendees enjoy breakfast in Ballroom C.
9:15 – 9:30 am	Amanda Driver, Director of Fellows, Internships, and Wellness Initiatives at Art Bridges, leads attendees in reflecting on the previous day's session.
9:30 am – 12:00 pm	<p><b>Workshop: <i>Designing for Flourishing: Understanding and Evaluating Flourishing in Your Museum</i></b></p> <p><b>Presenter:</b> Dr. Katherine Cotter, Director of Research with the Humanities and Human Flourishing Project at the University of Pennsylvania</p> <p>This interactive workshop will include an exploration of flourishing within art museums, orientation to the core well-being survey, and guided discussion on mission-centered evaluation.</p>
12:00 – 1:00 pm	Attendees enjoy a networking lunch with tables assigned by role.

<b>1:00 – 2:00 pm</b>	<p><b>Workshop:</b> <i>Applying Evaluation to your Art Bridges Project</i></p> <p><b>Presenters:</b> Max Fey, Art Bridges</p> <p>After a workshop by the Research &amp; Evaluation team, attendees will use a brainstorming worksheet to ideate on their goals for wellness programming, what those programs will be, and what audiences they hope to reach. Our Research &amp; Evaluation and Learning &amp; Engagement teams will be floating around the room to assist and answer questions.</p>
<b>2:00 – 3:00 pm</b>	Attendees partake in museum planning time with support from our Research & Evaluation and Learning & Engagement teams.
<b>3:00 – 6:00 pm</b>	Attendees have free time to explore the Crystal Bridges Campus.
<b>5:45 – 6:00 pm</b>	Attendees travel to restaurants in Bentonville's downtown square via Lyft or on foot.
<b>6:00 pm</b>	Attendees enjoy dinner at their chosen restaurant. Options include Junto, Tavola Trattoria, Table Mesa, Oven & Tap, and Conifer.

## Day Three: Friday, May 1

Time	Event
<b>8:50 am</b>	Attendees travel with their luggage to the Heartland Whole Health Institute via Lyft.
<b>9:00 – 9:15 am</b>	Attendees enjoy breakfast in Ballroom C.
<b>9:15 – 9:30 am</b>	Amanda Driver, Director of Fellows, Internships, and

	Wellness Initiatives at Art Bridges, leads attendees in reflecting on the previous day's session.
<b>9:30 – 10:15 am</b>	Attendees engage in museum planning time.
<b>10:15 – 11:00 am</b>	Attendees participate in 9-minute museum presentations. They will be structured with 5-7 minutes to present and 3-4 minutes for feedback.
<b>11:00 – 11:30 am</b>	Amanda Driver shares next steps and upcoming deadlines related to the convening.
<b>11:30 am</b>	Attendees collect their grab-and-go lunch and travel to the Northwest Arkansas National Airport (XNA) via Lyft.

## Contact

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