



MAKE **A**RT



STOP **A**IDS

May 2007, New Delhi, Kolkata, and Chennai, India



Graphic Design: **Parthiv Shah, CMAC**

© 2007 MAKE ART/STOP AIDS

Published by **Centre for Media and Alternative Communication (CMAC)**

ISBN: 817863005-2

Printing: **Perfect Print**



MAKE **A**RT



STOP **A**IDS

May 2007, New Delhi, Kolkata, and Chennai, India

MAKE ART/STOP AIDS

Los Angeles

Director: **David Gere**

Senior Administrative Analyst: **Carol Hobson**

Community Organizer: **Hanni Rosenfeld**

Graduate Student Researchers: **Rosemary Candelario** and **Giavanni Washington**

New Delhi

Workshop Organizer: **Devika Somiah Bahl**

Workshop Assistant: **Amit Sharma**

Accountant: **Brij Mohan Singh Bhandari**

Publication Co-ordination: Shraboni Roy

Kolkata

Event Organizer: **Karuna Singh**

Chennai

Event Organizer: **Nithya Balaji**

Editorial: **David Gere, Robert Sember, Rosemary Candelario**

Photography: **Ranjit Sinha/Sapphire, Gideon Mendel, Boza Ivanovic,**

Nandita Palchoudhuri, Giavanni Washington, Michelle Falerne,

Médecins Sans Frontières

Special Thanks: **Rajeev Varma**

UNESCO

Director of New Delhi Office: **Minja Yang**

National Professional Officer, HIV/AIDS Education: **Shankar Chowdhury**

UNAIDS

Country Coordinator: **Dr. Denis Broun**

National Programme Officer: **Nandini Kapoor Dhingra**

Gere Foundation India Trust

Trustees: **Richard Gere, Parmeshwar Godrej, Kalsang Tsewang Gyari**

Accountant: **Pradeep Verma/V.K. Verma & Co.**

Healing the Divide Executive Director: **Bob Kelty**

Heroes Project Executive Director: **Kanika Singh**

Advocacy Director: **Nidhi Dubhey**

UCLA International Institute

Interim Vice Provost and Dean: **Ronald Rogowski**

Acting Vice Provost and Dean Designate: **Nicholas Entriokin**

Chief Financial & Administrative Officer: **Germán Esparza**

UCLA AIDS Institute

Director: **Dr. Irvin S.Y. Chen**

Associate Directors: **Dr. Thomas J. Coates, Dr. Ronald A. Mitsuyasu, Dr.**

Gail E. Wyatt, Dr. Jerome A. Zack, Edwin Bayrd

UCLA Department of World Arts and Cultures

Co-Chairs: **David Gere, Angelia Leung**

Management Services Officer: **Carol Endo**

Accounting/Payroll: **Muriel Moorhead**

American Center, Calcutta

U.S. Consul General: **Henry Victor Jardine**

American Center Director: **Douglas Kelly**

Deputy Director: **Bhaskar K. Rajah**

Cultural Affairs Specialist: **Karuna Singh**

UCLA Program in Global Health

Director: **Thomas J. Coates, Ph.D.**

Associate Director: **Greg Szekeres**

Africa and Asia Regional Director: **Agnes Fiamma**

Research Associate: **Brent Hanson**

CMAC

Director: **Parthiv Shah**

MAKE ART/STOP AIDS

MAKE ART/STOP AIDS is an international network of scholars, artists, and activists committed to ending the global AIDS epidemic. Building on theorist Douglas Crimp's famous 1987 pronouncement—"Art *does* have the power to save lives"—MAKE ART/STOP AIDS is based on the principle that artists are essential to anti-AIDS efforts. Artists are master communicators. Artists are able to shape transformative insights and possibilities that literally redirect how people think and act. Moreover, the arts carry enormous potential as tools of education and information sharing. MAKE ART/STOP AIDS seeks to capitalize on the vast potential of the arts by 1) advancing an awareness and appreciation for the power of art to address crisis and 2) establishing artists as key partners in AIDS interventions around the world.

Artists
are essential to
anti-AIDS efforts



Photo: Leah Nash

Since 2004, when MAKE ART/STOP AIDS was formed in India, the MASA initiative has focused on strengthening its artist network, with a particular spotlight on three unique pilot projects. These projects, chosen from among dozens of vital arts-based HIV interventions around the country, demonstrate just some of the myriad ways in which artists can actively stop AIDS, through arts-based education, stigma reduction activities, or dynamic community-building. In 2006 and 2007, UNESCO and UNAIDS joined together in generous support of these exemplary projects, which have been successfully launched and which we present now as models for possible replication and expansion.





Photo: Leah Nash

Awareness- Through-the-Arts:

Traveling Art Exhibition, New Delhi

A select group of Indian visual and performing artists, along with scholars and HIV-positive activists, convened in May 2007 to create an exhibition especially designed for Indian audiences, in a form that does not require heavy security or climate control. The plan calls for the exhibition to be presented in the back of a lorry. This portable display is meant to (1) impart fundamental information about HIV transmission/prevention, (2) confront stigma, and (3) contextualize AIDS treatment as a fundamental human right. This new concept brings art about AIDS directly to the people—on college campuses, street corners, and rural areas—all over India. Additional funding, beyond the generous support already provided by UNAIDS and UNESCO, will be required to build and tour the exhibition.

This art-in-a-truck concept is an extension of the multi-media MAKE ART/STOP AIDS museum exhibition slated to open at the Fowler Museum at the University of California, Los Angeles, in February 2008. Featuring nearly 100 works of performing and visual art, from the U.S., Brazil, South Africa, and India, this interactive exhibition is slated to tour to Mexico City at the time of the next World AIDS Conference, and thereafter to Sao Paolo, Brazil, and various cities in South Africa. For India, the

exhibition will be transformed into this portable and accessible version, demonstrating the power of art to raise awareness, to inspire activism, and ultimately, to help end global AIDS.



Photo: Boza Ivanovic

Exhibition Committee:

Devika Bahl, former producer, *Jasoos Vijay* television program

Nithya Balaji, Founder and Trustee, Nalamdana

Gurupada Chitrakar, Traditional Scroll Painter-Performer of Naya

David Gere, Art | Global Health Center, UCLA

Mithu Rani Jana, Community Health Worker, SPARSHA

Raj Kumar Jha, Communications Consultant

David Mayo, Exhibitions Designer, Fowler Museum at UCLA

Harsha Mehta, Senior Program Officer, Health Communication Partnership, Johns Hopkins Bloomberg School of Public Health

Sunil Menon, AIDS Activist, Director of Sahodaran, Fashion Choreographer

Vidhyadhar Kashiram Mohite, Actor, Director, Writer, Population Services International (PSI)

Nandita Palchoudhuri, Consultant and Curator of Indian folk traditions

Dr. Samiran Panda, Co-founder, SPARSHA

Jeevanandham Rajendran, Project Director, Nalamdana

Asha Ramaiah, AIDS Activist, Karnataka Network Of People Living With HIV/AIDS (KNP+)

Elango Ramchander, AIDS Activist, Karnataka Network Of People Living With HIV/AIDS (KNP+)

Anurupa Roy, Puppeteer, Activist

Parthiv Shah, Director, Centre for Media and Alternative Communication

Vidya Shah, Rights Activist, Musician

Rajeev Varma, Deputy Country Director, Health Communication Partnership, Johns Hopkins Bloomberg
School of Public Health



“[A]rt *does* have the power to save lives”

Organizational Partners

Fowler Museum at UCLA

Director: Marla Berns
Deputy Director and Chief Curator: Polly Roberts
Box 951549 Los Angeles CA 90095-1549
Phone: 310/825-4361 Fax: 310/206-7007
Email: fowlerws@arts.ucla.edu

The Fowler seeks to enhance understanding and appreciation of the diverse peoples, cultures, and religions of the world through highly contextualized interpretive exhibitions, publications, and public programming, informed by interdisciplinary approaches and the perspectives of the cultures represented.

Centre for Media and Alternative Communication

Director: Parthiv Shah
A1/81, Panchsheel Enclave, LGF, New Delhi 110 017
Phone: +91-011-2649-8977/2649-8106
Email: cmacindia@gmail.com

The Centre for Media and Alternative Communication is a not-for-profit organization based in New Delhi that uses media and art to create communication campaigns and education materials to promote public awareness and dialogue across a range of social issues including culture, human rights, environment, and public health. To reach diverse constituencies CMAC uses public media such as print, web, and television. The organization also uses other more traditional, non-technology intensive communication tools such as street plays, songs, puppets, story telling, posters, leaflets, and wall graphics to reach groups that cannot be reached by modern methods of communication.



Poster by Médecins Sans Frontières



Photo: Leah Nash

Preventing

Infection and Reducing Stigma: Patuas Project, Kolkata

At the 2004 MAKE ART/STOP AIDS workshop, one of the participants, a multi-talented *patua*, or scroll painter, suggested the possibility of a widescale intervention in rural areas of India, using the scrolls as educational medium. As a direct result of that brainstorm, artists from the village Naya in West Bengal are now collaborating with health workers from the Society for Positive Atmosphere and Related Support to HIV/AIDS (SPARSHA), based in Kolkata, on an innovative prevention and stigma reduction project. Reaching the media-dark districts of West Bengal, beginning with Medinipur and Howrah, this project tests the ability of folk artists to adapt their forms in service of HIV intervention where other media cannot penetrate. The program is organized around performances by the region's eloquent *patuas*—scroll painters who double as singing bards—with support from public health workers provided by SPARSHA. Working collaboratively with HIV positive people and members of the village communities, the artists and public health workers provide preventative information using song and scroll, a cutting-edge strategy for reaching illiterate populations with little or no access to media. With help from the UCLA Program in Global Health, the efficacy of this approach is being evaluated for use in future project planning, and for determining the potential for incorporating other local art forms from neighboring regions.

Dr Samiran Panda, Project Director
Nandita Palchoudhuri, Consultant-Curator for Indian Folk Traditions
Mithu Rani Jana, Surveyor and Interventionist

Patuas of the Village Naya

Rani Chitrakar
Monimala Chitrakar
Gurupada Chitrakar
Swarna Chitrakar
Monu Chitrakar
Montu Chitrakar

Community Health Workers from SPARSHA

Sobha
Ranjan
Maruf
Anima
Sukhen
Rupali
Amallesh
Mousumi

Thank you: Mahua Ray



Photo: Nandita palchoudhuri

Organizational Partners

Society for Positive Atmosphere & Related Support to HIV/AIDS (SPARSHA)

Dr. Samiran Panda

Saumitra Poddar, Secretary

Babul Das

AE-35, Rabindra Pally, P.O.-Profulla Kanan, Kolkata 700 101

Phone +91-33-2591-0334

Email: sparsha@vsnl.net

The Society for Positive Atmosphere & Related Support to HIV/AIDS (SPARSHA) is an organization of “People Living With HIV/AIDS and their Friends” in West Bengal. SPARSHA provides a platform where research as well as care needs with regards to physical, social, psychological, and economic aspects of PLWHA are addressed.

UCLA Global Health Program

Director: Dr. Thomas Coates

UCLA School of Public Health

21-245 CHS, 650 Charles E. Young Drive S., Los Angeles, CA 90095

Email: globalhealth@ph.ucla.edu

Phone: 310.206.7942

The UCLA Program in Global Health was established in 2005 as a joint NIH-UCLA initiative aimed at expanding capacity for global health research, education, and service in order to reduce health disparities worldwide. The approach is multidisciplinary, integrating social, behavioral, cultural, epidemiologic, biologic, economic, and political aspects of health.



Providing Care and Support:

“Community Radio” at the Tambaram Government Hospital, Chennai

Beginning in 2004, Nalamdana street theater established a unique model for the participation of artists in basic HIV care and support through their successful collaboration with I-TECH at the Government Hospital of Thoracic Medicine (GHTM) at Tambaram. In this model, street theater artists present roving performances and full-length plays on HIV themes for long-term patients and the large number of new patients who arrive each day—a particularly appreciative and eager audience. In addition, bi-monthly full-length plays are performed at a central site on the Tambaram campus. After witnessing the healthful effects of their collaboration, Nalamdana proposed a new element: the creation of a model state-of-the-art public address system at Tambaram, hosted by Nalamdana and deputy superintendent Dr. S. Rajasekaran, to capitalize on the community-building potential of community arts programming. The on-air name of this “community radio station” is *Thendral*, or breeze. Already, Nalamdana’s broadcasts over the public address system are perceived as sweet relief from the tedium and anonymity of long hospital stays. Additional support is needed to continue programming and to expand this model to other sites in high-prevalence states.

Organizational Partners

Nalamdana

Nithya Balaji, Executive Trustee
R. Jeevanandham, Project Director
No. 18, 1st Main Road
Rammappanagar, Perungudi
Chennai 600 096
Phone +91-44-2496-0885, 2496-0772
Email: namam@vsnl.com
Website: www.nalamdana.org

Nalamdana, meaning “Are you well?” in Tamil, uses innovative communication methods to provide knowledge about health to illiterate audiences. Response-driven participatory street theatre, interactive games and puzzles, audio and videocassettes, tele-films, small group workshops, television serials — Nalamdana explores the full range of communicative possibilities to reach out to people.

Government Hospital of Thoracic Medicine

Dr. S. Rajasekaran, Superintendent
Tambaram Sanatorium Chennai 600 047
Phone +91-44-2236-8427, 2236-8450
Email: rajasekaran.s@ghm.com

Government Hospital of Thoracic Medicine is the largest AIDS care centre in India with around 300 HIV patients visiting the separate HIV outpatient department daily and over 300 patients taking in-patient treatment in eight exclusive HIV wards. There are five wards meant for male HIV patients and two for female HIV patients. There is also an increasing number of admissions of HIV+ children in the Paediatric ward. This hospital is equipped to deal with every type of HIV disease and is poised to provide high level of care and support to all chest diseases.



Photo: Nalamdana

I-TECH India

Michele Clark, MPH, Deputy Director
Government Hospital of Thoracic Medicine
Training Center
Tambaram Sanatorium Chennai, 600 047
Phone: 91 44 2241 4200
Fax: 91 44 2241 4200
Website: <http://www.go2itech.org/itech?page=co-05-00>

The International Training and Education Center on HIV (I-TECH) supports the ongoing development of health care worker training systems that are locally-determined, optimally resourced, highly responsive and self-sustaining in countries and regions hardest hit by the AIDS epidemic. I-TECH was established by the Health Resources and Services Administration (HRSA) in collaboration with the Centers for Disease Control and Prevention (CDC) in 2002.



Photo: Boza Ivanovic

History

In July 2004, MAKE ART/STOP AIDS was launched with a four-day workshop in Kolkata, which brought together 60 Indian and 15 international artists. A subsequent daylong event in New Delhi brought the concepts developed in the workshop to the attention of leaders from the Indian government, media, and non-governmental organizations.

Since that time, the vast potential of MAKE ART/STOP AIDS has been explored in India and also on the University of California, Los Angeles campus. UCLA activities have included an international conference, an annual World AIDS Day rally involving thousands of students, and a wide array of student activist projects. In addition, director David Gere and his counterpart Robert Sember, associate research scientist at the Mailman School of Public Health at Columbia University, have developed and taught a yearly MAKE ART/STOP AIDS course at UCLA to strengthen the foundation for student activism on global HIV/AIDS issues.



Photo: Gideon Mendel



Photo: Giovanni Washington

Most recently, the Keiskamma Altarpiece from South Africa and Adriana Bertini's condom dresses from Brazil were exhibited at UCLA—under the auspices of the Fowler Museum—from December 2006 through March 2007. The Altarpiece, made by over 100 women in the rural Eastern Cape, was circulated and shared at several churches in Los Angeles where HIV in Los Angeles, especially among predominantly African American communities, was set in

comparison to HIV in South Africa. Starting in January 2007, the altarpiece became a field trip site for over 500 tenth graders from the Los Angeles Unified School District. These students viewed the altarpiece and witnessed a 50-minute dance-theater piece commissioned from Kevin Kane, a dynamic local playwright, with a young cast of twelve, focusing on stigma reduction and global awareness. These same students then viewed the condom dresses and engaged in a dialogue about the importance of using condoms and why condoms have been stigmatized.

During the period of the display, a World AIDS Day rally, drawing hundreds of participants and onlookers, was held to draw attention to the growing Los Angeles coalition of community and school groups; a 48-hour AIDS art-making event galvanized students at UCLA; two artist residencies, by Indian puppeteer Anurupa Roy and South African photographer Gideon Mendel, brought focus to the practice-based nature of AIDS/arts interventions; the MAKE ART/STOP AIDS course was offered to 45 students; and a symposium on arts activism heightened awareness of the theoretical underpinnings of the MAKE ART/STOP AIDS project.

Future plans in Los Angeles center around the opening of the MAKE ART/STOP AIDS exhibition at the Fowler Museum at UCLA in February 2008.



Photo: Michelle Falerne



Photo: Boza Ivanovic

Supporting Organizations



UNESCO, the United Nations Educational, Scientific and Cultural Organization, was founded on 16 November 1945. For this specialized United Nations agency, it is not enough to build classrooms in devastated countries or to publish scientific breakthroughs. Education, Social and Natural Science, Culture and Communication are the means to a far more ambitious goal: to build peace in the minds of men. Today, UNESCO functions as a laboratory of ideas and a standard-setter to forge universal agreements on emerging ethical issues. The Organization also serves as a clearinghouse – for the dissemination and sharing of information and knowledge – while helping Member States to build their human and institutional capacities in diverse fields. In short, UNESCO promotes international co-operation among its 192 Member States and six Associate Members in the fields of education, science, culture and communication.



UNAIDS, the Joint United Nations Programme on HIV/AIDS, is the main advocate for global action on the epidemic. It leads, strengthens, and supports an expanded response aimed at preventing transmission of HIV, providing care and support, reducing the vulnerability of individuals and communities to HIV/AIDS, and alleviating the impact of the epidemic. UNAIDS supports a more effective global response to AIDS through:

- Leadership and advocacy for effective action on the epidemic.
- Strategic information to guide efforts against AIDS worldwide.
- Tracking, monitoring and evaluation of the epidemic and of responses to it.
- Civil society engagement and partnership development.
- Mobilization of resources to support an effective response.

Gere Foudation India Trust was established in 1999 as a public charity with the mission to promote non-violence, equality, and compassion in the individual, cultural, and social fields. The Trust supports the development of innovative approaches to large-scale issues and provides humanitarian aid and assistance to projects and organizations that improve the lives of people who are marginalized by poverty, illness, or other circumstances. While a particular focus of the Trust is to assist the Tibetan exile community, it is also working to

prevent a nationwide HIV/AIDS epidemic in India. The Trust aims to educate the public, reduce stigma and discrimination, expand and improve information resources, and advocate for changes in relevant domestic policies.



UCLA International Institute, located on the campus of the University of California – Los Angeles, is committed to the education of global citizens through its degree programs, through the people-to-people linkages it fosters among students, scholars, and citizens around the globe, and through its commitment to helping people everywhere become lifelong learners about their world. The major issues with which the Institute is concerned include: security concerns that transcend traditional interstate conflict; new forms of governance and coordination, whether by governments, NGOs or markets; the causes and effects of globalization; transnational cultures and multiple identities (or resistance to these trends), and, public health, the environment, and economic development.

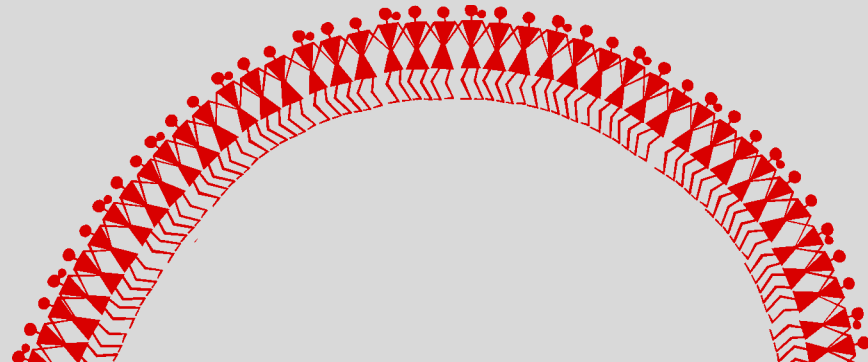
UCLA AIDS Institute seeks to eliminate HIV and AIDS through research and patient care. The Institute is a one-stop think tank for collaborating scientists who translate research breakthrough into improved treatment. Efforts toward the development of a safe and effective HIV vaccine are among the UCLA AIDS Institute's highest priorities. The Institute's discoveries contribute not only to the well being of its own patients, but to those affected throughout the world. In 1981, UCLA physicians identified the first cases of "newly acquired immunodeficiency" – later called AIDS – in four previously healthy gay men. These doctors' discovery – and the subsequent skyrocketing of AIDS cases in Los Angeles and worldwide – led to the formation of the world-acclaimed UCLA AIDS Institute in 1992. Under the direction of Dr. Irvin S. Y. Chen, an internationally respected virologist, the UCLA AIDS Institute supports campus researchers who are tackling AIDS from the perspective of basic, clinical, behavioral science, public health, and epidemiology.

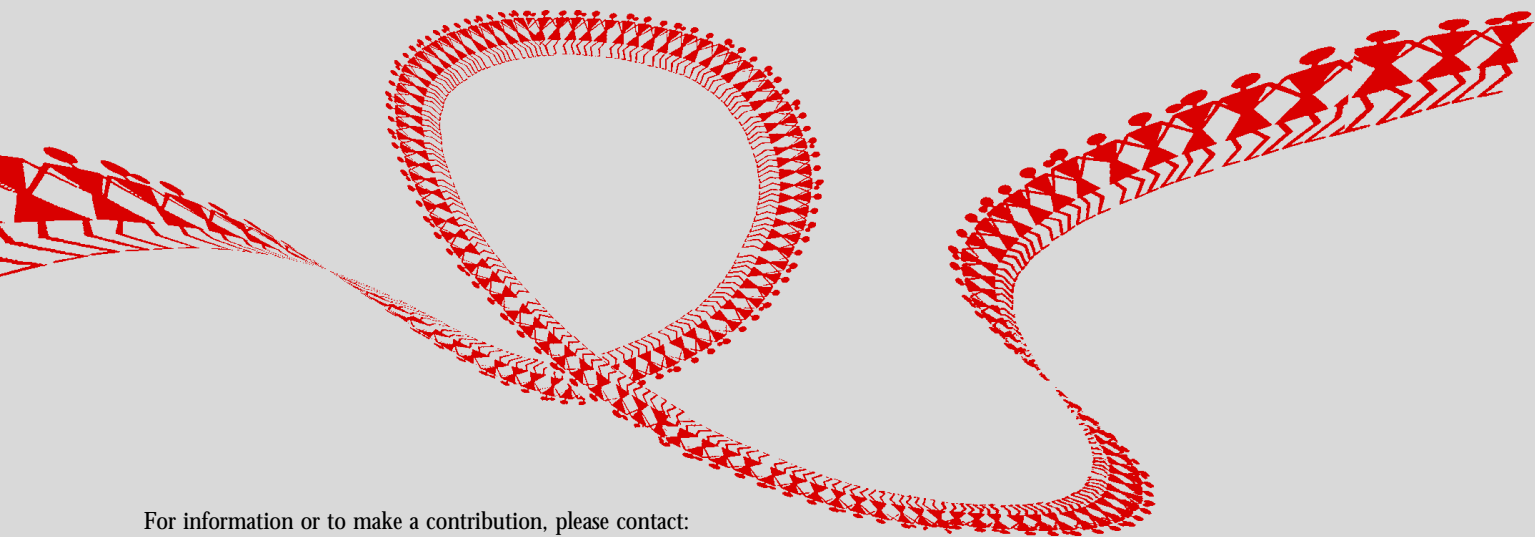


American Center, Calcutta is home to the public affairs wing of the United States Consulate General, Calcutta. The Center is responsible for sharing the American experience with the people of eastern and northeastern India. Building awareness of public health issues like HIV/AIDS is a key objective of the United States Mission in India. The United States has a long history of supporting the NGOs, activists, artists, and public health professionals who devote their energy to fighting the spread of this global pandemic.

The Art | Global Health Center at UCLA, established in 2006, is committed to supporting and developing scholarship focused at the nexus of art and health; to fostering interdisciplinary interaction among artists, public health workers, and medical professionals, at UCLA and beyond; to creating new opportunities for engaged scholarship; and to reuniting the consideration of art and health around the globe. These objectives are currently pursued through the Center's major project, **MAKE ART/STOP AIDS**.

MAKE ART/STOP AIDS is an international network of scholars, artists, and activists committed to ending the global AIDS epidemic. **MAKE ART/STOP AIDS** is founded on the principle that artists are an essential part of anti-AIDS efforts. The arts themselves carry enormous potential as tools of education and information sharing. Thus, **MAKE ART/STOP AIDS** seeks to establish artists as key partners in AIDS interventions around the world.





For information or to make a contribution, please contact:

David Gere, Ph.D.
Art | Global Health Center at UCLA
Glorya Kaufman Hall, Suite 150
120 Westwood Plaza, Box 951608
Los Angeles, California 90095-1608
<http://artglobalhealth.arts.ucla.edu>
dgere@arts.ucla.edu



Photo: Boza Ivanovic

