

# musée + C genève

musée international  
de la croix-rouge  
et du croissant-rouge

avenue de la paix 17  
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## Press release

Geneva, 15 September 2022

### Mental health to guide the Museum's 2022–2023 programming

The International Red Cross and Red Crescent Museum has selected mental health as the guiding theme for the coming year. Alongside numerous partners from the worlds of humanitarian action, culture and research, the Museum will explore ideas and techniques that can be applied in day-to-day life. For its forthcoming programming cycle, it will give carte blanche to various contemporary artists, host co-creation projects, deliver mental-health first-aid courses for the public, hold a series of events on mental health in the humanitarian sector, offer “emergency yoga” classes, and run guided tours with two experts in emotion. In doing so, the Museum will reaffirm its role as an open, welcoming space that invites conversations about mental health, brings communities together and transforms knowledge into action.

The launch of the Year of Mental Health (2022–2023) coincides with the publication of *Ten ideas for a feminist and inclusive museum*, a compendium of the lessons learned from the Museum's Year of Gender & Diversity (2021–2022). The document, published online and developed in partnership with Rebecca Amsellem, is the first in a new, aptly named “toolkit” series.

The Museum aims to be a space for discussion, debate and creative thinking on what is happening within the International Red Cross and Red Crescent Movement, the cultural scene and day-to-day life. In keeping with this aim, every year, it selects an important societal issue as the guiding theme for its programming cycle, using its exhibitions, events, publications and online content as a way to learn with and alongside visitors and the general public. *“Whenever people are debating important issues in wider society, we should be talking about them at the Museum, too,”* said Pascal Hufschmid, executive director of the International Red Cross and Red Crescent Museum.

#### Re-examining our vulnerabilities

What can the Museum do to promote well-being and break the stigma surrounding mental illness? A long-time issue in the humanitarian sector, mental health has risen to the top of the public agenda over the past two years under the combined influence of the COVID-19 pandemic and the climate emergency. The Museum is playing its part by inviting experts from all walks of life to share practical insights. The Year of Mental Health will place the issue of care – for oneself and for others – front and centre. And while it will not be possible to cover every angle, the Museum will seek to explore different avenues and give space to diverse voices on this complex subject.

Full details of the upcoming cycle, which will build on the principles of collective intelligence and collaborative action, are available on the Museum's website ([redcrossmuseum.ch](http://redcrossmuseum.ch)).

Highlights include:

- Mental-health first-aid courses

What: Course leading to a certificate of completion delivered by ensa, a mental-health first-aid initiative by non-profit organization Pro Mente Sana (ensa swiss, fee-based course, held in French).

When: Sessions take place over two consecutive Saturdays at the Museum (9 am to 12:30 pm, and 1:30 pm to 5 pm). The course will run on 8 and 15 October 2022, 4 and 11 March, and 3 and 10 June 2023.

Registration: [www.ensa.swiss/en/first-aiders/course/](http://www.ensa.swiss/en/first-aiders/course/)

- Emergencyyoga

What: A chance to feel present in your body, mind and spirit, and to focus on the here and now. Classes run at the Museum by Donna Williams, Founder of Emergencyyoga and Regional Head of Resource Mobilization ICRC (combined offer: class + exhibition visits, suitable for all levels, all classes held in English and French).

When: The first Sunday of each month at 11 am, starting on 2 October.

Registration: [www.redcrossmuseum.ch/en/](http://www.redcrossmuseum.ch/en/) and [www.emergencyyoga.org](http://www.emergencyyoga.org)

- Mental health in the humanitarian sector

What: Multidisciplinary events led by Valérie Gorin, head of learning at the Geneva Centre of Humanitarian Studies (free entry, in English).

When: Five 90-minute evening events held at the Museum between December 2022 and June 2023.

Registration: Opens soon at [www.redcrossmuseum.ch/en/](http://www.redcrossmuseum.ch/en/)

- Emotion-focused guided tours of the permanent exhibition

What: Insights into the Museum's permanent exhibition from researchers at the Swiss Centre for Affective Sciences (University of Geneva), in conversation with humanitarian practitioners and the public.

When: Sunday 6 November, 4 December and 7 May.

Registration: Opens soon at [www.redcrossmuseum.ch/en/](http://www.redcrossmuseum.ch/en/)

- Equilibres précaires/A Fragile Balance

What: Temporary exhibition featuring brand-new productions by contemporary Swiss artists.

When: 9 November 2022 to 12 March 2023.

## Ten ideas for a feminist and inclusive museum

In the wake of the new museum definition approved recently by the International Council of Museums (ICOM), the International Red Cross and Red Crescent Museum has released its first practical guide for professionals in the museum and culture sector.

This toolkit, which draws on the lessons learned from the Year of Gender and Diversity (2021–2022), was developed in collaboration with economist and feminist activist Rebecca Amsellem, creator of the *Les Glorieuses* newsletter. Published online today, it sets out ten ideas accompanied by a series of practical measures, many of which have already been implemented at the Museum. Readers are invited to download this publicly available resource, apply and adapt the ideas it contains – and add their own!

*Ten ideas for a feminist and inclusive museum*  
International Red Cross and Red Crescent Museum toolkits  
Available (in French and English) at [www.redcrossmuseum.ch/en/](http://www.redcrossmuseum.ch/en/)

Save the date!

*Equilibres précaires/A Fragile Balance*  
New exhibition, 9 November 2022 to 12 March 2023

Carte blanche given to Denise Bertschi, Nicolas Cilins and Nina Haab  
Installation by Olafur Eliasson, on loan from the David H. Brolliet Collection, Geneva/Dakar  
An experience in learning, feeling, doing and dreaming.

Press kit coming soon.

Press previews: 7 and 8 November 2022

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