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Guest Editor's Introduction

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de la Cruz Collection Contemporary Art Space

Ibett Yanez

de la Cruz Collection Contemporary Art Space

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- ▶ The de la Cruz Collection, a contemporary art space founded in 2009 by philanthropists Carlos and Rosa de la Cruz, is pleased to collaborate with NSU's College of Osteopathic Medicine for the first issue of **be Still**. In an effort to engage communities beyond the scope of the collections programming and exhibitions this journal serves as the bridge to connect art to medicine and encourages a conversation about the healing benefits of the visual arts. In 2015, the de la Cruz Collection began a program in tandem with NSU to explore how the parallels of visual arts and observation can be used as an instrument to fill the humanistic gaps between doctor and patient that currently exist. The primary practice of patient observation has been significantly affected by a culture of accelerated modes of communication, scientific discovery and evolving methods of patient diagnosis and treatment procedures.
- ▶ Art has long been proven to be a powerful medium for healing, disseminating universal ideas and reflecting conditions which ultimately break down communication barriers. Medical students and faculty were asked to submit visual representations that address the woman's form and were encouraged to consider art as a tool for comforting and caring for future patients. This practice encourages empathetic perspectives that can, in turn, be applied to the medical student's future practice.
- ▶ To further explore the topic, the de la Cruz Collection has also collaborated with NSU in organizing exhibitions considering the theme of observation and its positive contributions to doctor-patient relationships. "Pink Powder", currently on display at the Alvin Sherman Library, creates a physical setting for students to explore the woman's body as interpreted by various artists.

- ▶ “Pink Powder” brings together a group of artists whose work addresses the female form with an unapologetic intensity. The images vary from the quiet and ponderous to the raw and rebellious subverting the traditional role of the female muse within the canons of art history, literature, and popular culture. Works ranging from painting and photography to neon and fiber-based works express an openness and agency towards action. The viewer is confronted with fantasies of revisionist history, personal or otherwise, that unabashedly expose the romantic, self-indulgent and at times morbid desires of the female subject. Artists in the exhibition include: Kaye Donachie, Tracey Emin, Naomi Fisher, Birgit Megerle, Christoph Ruckhaberle and Ana Mendieta.

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