

MEDICALart – a link between creative marketing and medical science

Art as a communicative intermediary between doctor and patient? For years the artist Hartmut Husmann experimented with artistic representation of complex medical contexts.

Science meets medical technology, and art meets science.

This denominator could be the connection to the Medica Education Conference (MEC), that is shown by the Hartmut Husmann's exhibition.

The advertising creative and communications consultant from Frankfurt accompanies the newly designed conference program Medica with his presentation "MEDICALart - the symbiosis of Medicine & Creation" in the foyer of CCD Congress Center Dusseldorf.

MEDICALart The art direction Husmann created more than 25 years ago. For Agency healthcare customers he developed visual interpretations of medical subjects on the basis of X-ray images, magnetic resonance imaging or scanning electron micrographs.

Sober aesthetics learns Emotion

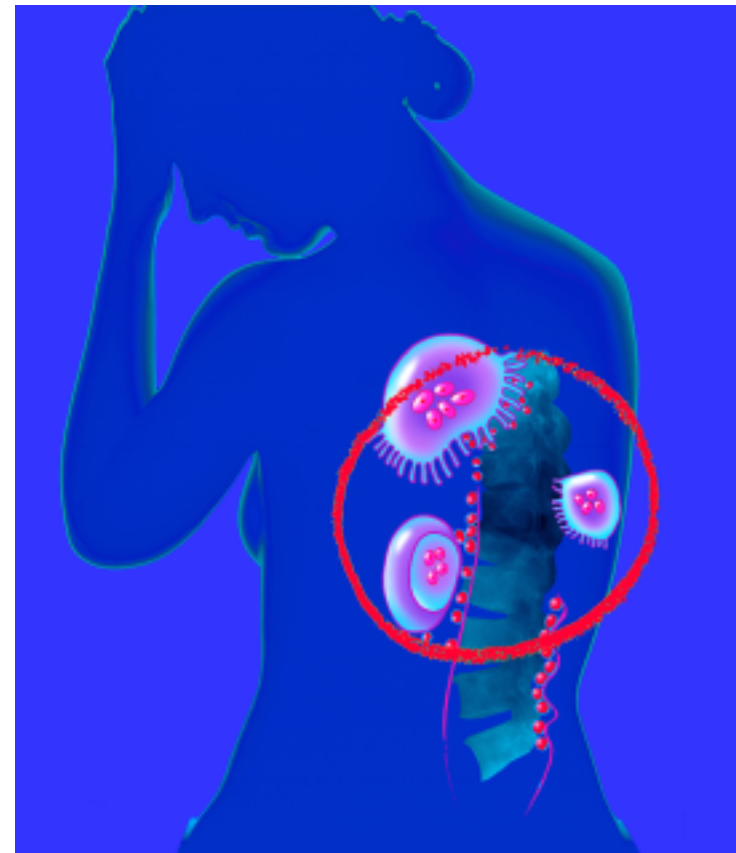
Their sober aesthetics and partly hidden information was emotionalized by Husmann, using free illustrations, exaggerated sketches, structure painting and collages.

For his MEDICALart Husmann uses among other digital imaging design options. Pathophysiological mechanisms of pain or cancer, of infertility or renal dysfunction is compressed in the image. The special feature of the artistic work Husmanns lies in dealing with the different materials and its symbolism.

So the term "OSTEOPOROSIS" immediately becomes tangible when osteoclasts to the spine "walk along" - in effect hampered by a bisphosphonate (see photo).

The importance of colon stenosis in a human with Crohn's disease can be seen when viewing an emotional glimpse of Husmanns large format canvas work.

The artist can explain the effect of neurotransmitters and drugs in the brain as well, visually as the transformation of a gel electrophoresis using sound waves into a fascinating light object.



"Osteoporosis"

osteoclasts migrate along the spinal - hampered in their effect by a bisphosphonate. © Hartmut Husmann

Artists awarded several times. Husmann has received several awards. His works in Dusseldorf reflect the training topics of the MEC from the inner and interventional medicine. Images which bring the rational and emotional into balance, however, are always positive and convey hope.

HARTMUT HUSMANN

Everything began with the "X-Ray Style" in the 1980s. Hartmut Husmann developed an information concept for mammography. Using different color separations, airbrush and grid modifications he created an impressive picture, which focused the viewer's gaze on the tumor.

Award: In a competition for German and Japanese designers in 1990 in Tokyo and Osaka Husmann received Bronze Award for his "X-Ray Style". This was followed by orders from the pharmaceutical industry with exhibitions and other international awards.

MEDICALart: At MEDICA 1997 Husmann created interest with a life-sized installation for atherosclerosis. MEDICALart was inspired by "X-Ray Style" and imaging procedures created by Husmann for other works on the subject of oncology, among others for German Cancer Aid to endocrinological, neurological or cardiac issues.

Source: Medical Journal, Springer Medizin Verlag by Dr. Thomas Meissner