



Victoria Hospital
FOUNDATION
HEALTHIER FUTURES



artbeat studio
INC

NEWS RELEASE

FOR IMMEDIATE RELEASE

May 23, 2023

Victoria Hospital Foundation Invests In Technology Upgrades At Artbeat Studio To Improve Access To Mental Health Supports

Winnipeg, MB — Artbeat Studio and Victoria Hospital Foundation announced the launch of two new Artbeat Studio websites designed to improve access to mental health resources and support. These websites were made possible by a \$17,500 grant from Victoria Hospital Foundation's Community Leveraging Technology For Innovation (CLTI) grant program.

Artbeat Studio Inc. is a consumer-generated, peer-directed, and recovery-oriented initiative enabling artists whose mental illness, isolation, and poverty make it impracticable for them, individually, to acquire a workspace where they might advance their artistic technique safely and securely. The new ArtbeatStudio.ca website provides users with artistic inspiration and programming information to better connect current and potential clients to community-based mental health supports. Clients have the opportunity to share their reflections on mental health and artistic expression through a new blog section of the website.

"We are thrilled with our continued partnership with the Victoria Hospital Foundation to build community and bring resources to those with lived mental health experience. The new websites will increase our online presence, expanding our reach to those who know little about Artbeat, and the role creative expression plays as part of a mental health recovery journey. We are living in a world of technology now and we are excited we are able to bring some of what we do to those facing barriers to join us at our physical sites," said Uyen Pham, Executive Director, Artbeat Studio.

The UpbeatArtworks.com website provides a seamless e-commerce experience to showcase the work of Artbeat Studio alumni and foster financial support for artists on a journey towards recovery. The websites allow for better security and enhanced inventory tracking to support a better experience for users.

"Partnering with Artbeat Studio was an immediate fit - their focus on empathy aligns with our values. Our task was more than creating a nice-looking website; it was about bringing Artbeat's mission to the forefront. We restructured the content and introduced new visual elements to help achieve that goal. The result is a website that's easier to navigate, letting users find information quickly. We plan to enhance the site's accessibility in the near future. Working with Artbeat Studio has been a real privilege. Their commitment to the local artist community is inspiring. We're excited for the potential this website holds and look forward to our continued partnership," said Taq Yoneda, Partner/Philosopher/Data & Design, Sadie.

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The grant from Victoria Hospital Foundation also funded five new computers to help build capacity at Artbeat Studio and create efficiencies for staff.

The launch of the websites this week coincides with Artbeat Studio's annual open house event on Saturday, May 27 from 10 a.m. – 3 p.m. at 62 Albert Street.

The CLTI Grant program provided one-time grants to support non-profits focused on mental health care and the care of older adults in improving their digital capacity in order to provide our community with better access to information and support. In 2022, Victoria Hospital Foundation awarded over \$250,000 in CLTI grants to seven local non-profit organizations to improve their digital infrastructure through upgraded technology.

“Supporting organizations like Artbeat is an investment in supporting our community to be healthy, creative, and socially connected, all important factors in positive mental health. We are so excited to watch how Artbeat and Artbeat artists will continue to flourish,” said Nicole Chammartin, Executive Director, Victoria Hospital Foundation.

Victoria Hospital Foundation's granting program supports its mission to raise funds and support initiatives that enrich the health and well-being of those served by Victoria Hospital or living in the community. Victoria Hospital Foundation is committed to supporting, enhancing, and transforming mental health care across the continuum of care.

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About Victoria Hospital Foundation

Victoria Hospital Foundation is dedicated to advancing healthcare at the Victoria Hospital and in our community to create healthier futures for us all. Since 2009, we have invested more than \$17 million in innovations that enhance patient care and improve the overall health and well-being of our community.

About Artbeat Studio

Artbeat Studio Inc is a not-for-profit registered charity committed to decreasing the stigma and discrimination that coincides with mental illness and poverty through positive action, mental health education, and advocacy. Artbeat runs three sites in Winnipeg: the Artbeat Studio Artist Residency Program, Upbeat Artworks Gallery Boutique (Social Enterprise) and Studio Central Urban Arts Centre (community drop-in).