

IFHHRO & artist Bert Feddema join forces on the issue of pain management as human right

Today's society focuses mainly on the healthy and the strong. Although a large part of the population uses long term medication or experiences chronic pain this is almost never discussed; it is a taboo. In order to draw as much attention as possible to the issue of pain management as human right and to overcome this taboo, IFHHRO teamed up with artist A.R. Feddema who recently created a series of paintings on pain, pain medication and pain management.

A.R. Feddema (06-12-1966), graduated in 1993 from the Minerva art School in Groningen. After graduation he became fascinated by science and the world of multinationals. Since, he developed and founded his own so-called multinational High Tech Brain Technologies (HTBT). In the name of this multinational he has created different works which are signed HTBT or HTBT-Pharma. For more information on Bert and his work, please visit: <http://htbt.exto.org>

Within the arts we are talking a lot about the individual experience, but never about the experience of being ill or in pain. It is important to overcome this taboo and make the subject of pain a topic that can be freely discussed. A few years ago Bert became ill himself and has since experienced chronic pain. Besides he was drawn into the medical world, became part of a medical cycle of sickness, hospitalisation and long-term medication. He realised that being chronically ill and experiencing pain can influence one's entire life: it changes a persons' self-image and it raises many new questions. Who do you tell you are sick? When do you tell people you are sick? How about finding a new job? All these questions though often remain unanswered because of the taboo. In order to open these issues to discussion, Bert created a self –portrait series of paintings entitled 'Me & my medication'. The recurring theme of the series is the experience of pain which becomes tangible and real in every work through scratches made with a pencil.

The painting 'Synthetic Endosprem' from this series reached the semi-final of the 2011 New York Charlatan Ink Art Prize (<http://www.charlatanink.com/artprize/bertfeddema.html>).

Within the cooperation with IFHHRO, Bert's work will be shown at different IFHHRO events. Vice-versa, IFHHRO will be present during the different expositions of the 'Me & my medication series'. 10% of every sale will be donated directly to IFHHRO. Contact us for more info on this cooperation, expositions and sales.

Website Bert:

The main idea behind HTBT is that in our daily life we are surrounded by technology and science. We are hardly aware of it. The luxury of technology is all around us, and entails many advantages. But is there also a downside to it?

We are besieged by new technologies and products. Hope is sold to us by big companies. They promise new medications and techniques. Is it in our own interest? This occurs especially in the medical and pharmaceutical field. Available, accessible, affordable and qualitative medical care and medication are promised to us. We are told that everything will be OK, that we'll receive the best possible care. However in reality our expectations are not met; it is not about the patient but about the money. This is reflected in the work "Brains".