

# MEDICAL SHOWS

by Thomas Israël



# Testimonials

*The amazing feedback from the medical community*



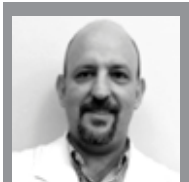
*"At certain moments of our lives we are deeply impacted. Something comes and enters our souls. The performance was fantastic, wonderful and profound. Unforgettable. Congratulations and thank you for providing this opportunity."*

**Dr Miguel Brandão**



*"That serious topics that are discussed during the meeting may lead to a heavy and difficult atmosphere. By mixing melanoma with arts, the performance brought great relief to the participant and led to stronger engagement to the meeting. Thank you for the performance, quality level was certainly elevated."*

**Dr. João Duprat**



*"It was intense and striking, showing the destructive capacity of melanoma while being delicate and sensitive about the importance of skin and life. It showed how metastatic melanoma is devastating and complex. So complex. So complex that patients who can longer be cured should not be more severely punished by not having access to innovative therapies that might be their only chance for longer survival. Congratulations!"*

**Dr. Alberto Wainstein**



*"The performance was super inovative and fantastic in terms of quality. "*

**Dr. Carlos Buzaid**



## Concept

The interactive show raises historical, sociological and philosophical questions while incorporating psychological and playful elements/ quandaries related to the medical world, through the use of body mapping and video by Belgian artist Thomas Israel.

These tailor-made shows put the patient and the doctors at the heart of the discussion, mixing poetry, historical facts, popular science, humor and emotion. Neither quite a classical show of dance or theater, nor quite an educational or historical presentation, these "technologically advanced" shows are at the hinge of these different formats. A suspended moment, spectacular and poetic.

As the son of doctor, humanist, early geek, Thomas Israel likes to mix know-how and soft-skills, technical, scientific and philosophical knowledge in shows that are one of a kind. He is a recognized contemporary artist, trained in computer science, video editing, acting and sociology, who has been developing a unique form, mixing interactive body-mapping, popular science, acting and poetry around medical topics since 2014.

Following the interest of Brazilian ophthalmologists for his work in the Skinstrap interactive performance, Thomas developed a first show for them that deals with the history and perception of colors and the symbolism linked to the eye: Vision.

It will be followed by 5 other shows : Black Cloud about the Hippocrates's oath, A Fleurs de Peau about skin cancer, A bout de souffle on lung cancer, an enhanced version of Vision & finally Blood Tales about blood.

These shows have been truly tailor-made in close collaboration with the pharmaceutical company or event organizers for health professionals. A close partnership to build a performance together with unique and powerful storytelling.



## Words of the artist

"I have always been in the medical world. My father is a pediatrician with a home practice. I cannot count the number of babies I weighed or measured.

In 2013, I was in Brazil with Skinstrap my body-mapping show and the head of the Ophthalmology department at the University Hospital of São Paulo was among the spectators. This show spoke among other things, of the perception of colors through the centuries but also of the sociology of its perception. He trusted me with the opening of their annual conference and I created Vision, on the same model.

Then a marketing manager of the pharmaceutical company MSD came to the theatre to witness Skinstrap, the result was an extraordinary collaboration with this company to create three shows on cancer, which are my best so far!

These shows for the medical world are an ode to life, a way to talk about emotions, sensations, to return to the human and his experience. I wanted these performances to be emotional, fun and spectacular. A real respiration in these congresses very focused on the numbers and the abstract.

My performances reach out to the heart of doctors and health professionals, to refocus the debate, to recognize their total investment and to place the event under the sign of responsible humanism."

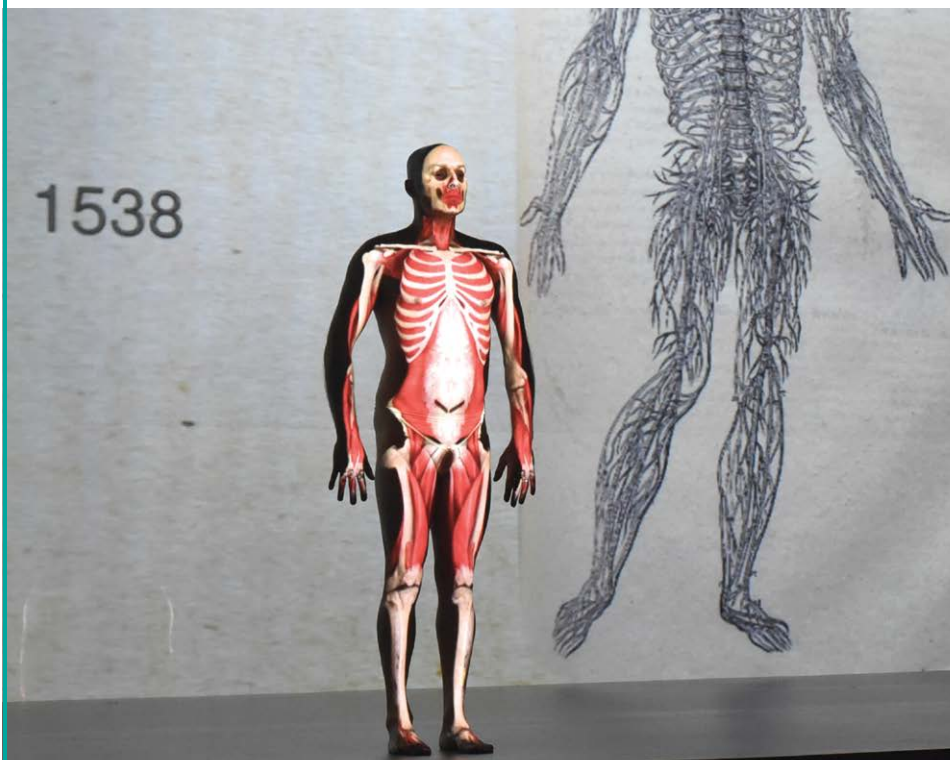
## Body-mapping

We are used to video mapping on architecture, where a still building is transformed by the video image. Body-mapping does the same thing but on a moving body, in order to tell body-related stories on the body itself.

The performances of body-mapping offer a true immersive, poetic and magical experience, allowing us to approach complex notions of perceptions and the physical and symbolic body in a playful and spectacular way.

There is also an incessant dialogue between what is projected onto the artist's body and what is projected behind him on the screen, sometimes even going as far as the duplication of the artist's body on the screen to serve the narration. All this is possible thanks to computer software developed specifically for our shows and improved over the years.

# Visuals from existings shows



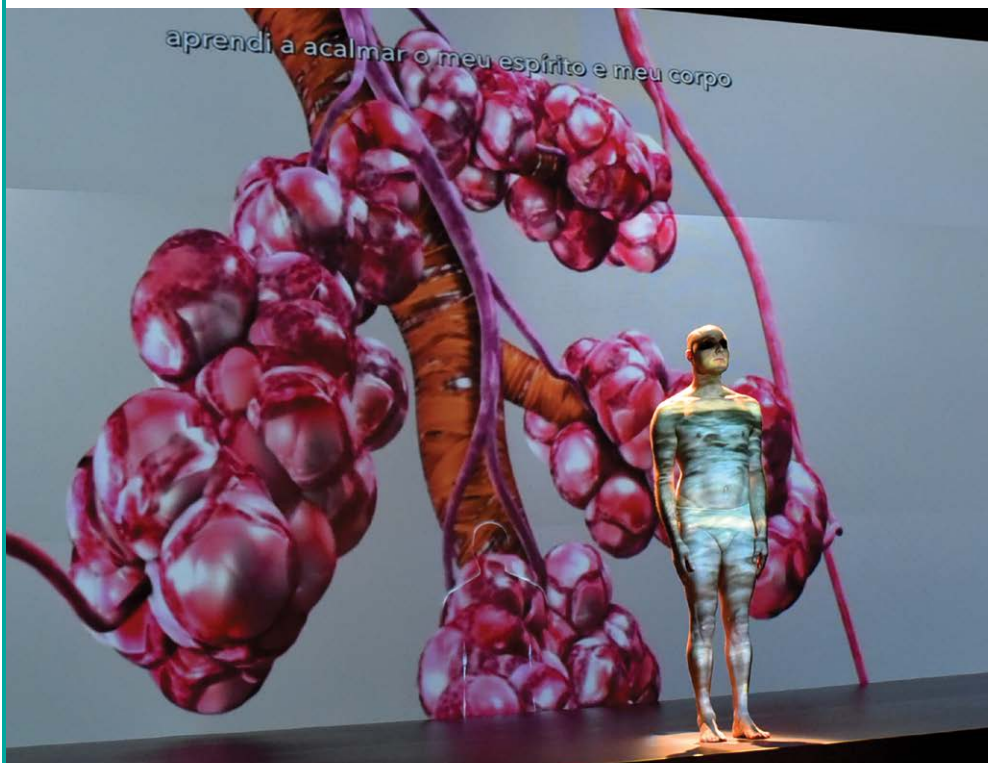
## *A Fleurs de Peau*

*Beginning with a personal, historical and anthropological evocation of the skin, A Fleurs de Peau develops in a reflection on the cancer experience by patients and health professionals, followed by a focus on the history of treatment, with a focus on melanoma.*



### *A Bout de Souffle*

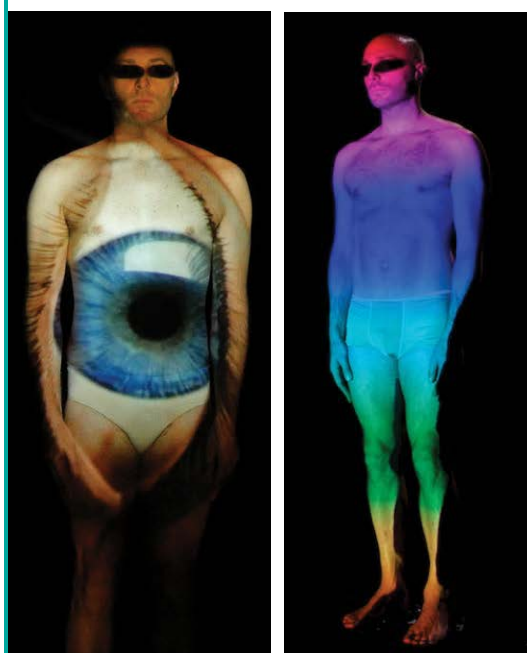
*A bout de souffle takes the history and the reflection on the cancer present in A fleurs de Peau but concentrates on the breath, the lung and its cancer.*





*Blood Tales (new & unseen)*

*combines anthropological, historical, and medical insights about blood in an innovative and emotionally powerful manner. This show uses the unique interactive body mapping technique, providing both aesthetic experience and moving storytelling.*



*Vision & Another vision*

*Playing on the hypnotic fascination of the image, Thomas Israel instructs us on the history and physiology of visual perception as well as on the symbolism linked to the eye and the colors. Inspired by the anthropomorphic landscapes that punctuate the history of art, as well as by kinetic art, Vision mixes universal and personal history.*

# Existing Shows

*In 10 years we have created 6 shows in 4 different countries for 10 health professionals events: 4,600 professionals have seen these shows.*

show	year	event	location	audience
<b>Vision</b>	2014	National Ophtalmology Congress of the University of Sao Paulo	Rebouças Convention Center	700
	2015	National Ophtalmology Congress of Costa Rica	National Auditorium Sao Jose	300
<b>Black Cloud</b>	2016	National Ophtalmology Congress of the University of Sao Paulo	Rebouças Convention Center	600
<b>A Fleurs de Peau</b>	2017	MSD Brasil - Keytruda Melanoma Launch Meeting	Grand Hyat São Paulo	400
	2017	MSD World - World Wild Marketing Meeting - Kick-off meeting for MSD Oncology marketing teams before ASCO - Chicago (biggest oncology congress in the world)	Loews Chicago Hotel	350
	2017	Brasilian Group of Melanoma - 20 years Congress	Rebouças Convention Center	1000
<b>A Bout de Souffle</b>	2017	MSD Brasil - Keytruda Lungs Launch Event	Grand Hyat São Paulo	400
	2017	MSD México Congress Oppening Current Trends in Immuno-Oncology México	Hotel Fiesta Americana Grand Guadalajara	450
	2017	MSD Argentina- Keytruda Lungs Launch Event Buenos Aires	Faena Art Center	600
	2017	MSD Brasil- Keytruda Urothelial Launch Event	Casa Petra São Paulo	300
<b>Another Vision</b>	2022	Allergan - State of the Art Congress	WTC São Paulo	500
<b>Blood Tales</b>	2024	New and Unseen		





## Who are these performances for?

- Doctors and health professionals
- Hospitals
- Patients and their families
- Pharmaceutical companies: marketing, sales, investors, researchers, ...
- Business partners, customers, investors, public authorities
- Pharmaceutical Companies
- Pharmacists
- Researchers
- Students
- ...

These performances can take place during a forum, symposium, congress, course, thematic exhibition, meeting, general assembly, conference, scientific meeting, national day for awareness or study day. We have the capacity to exhibit and perform in spaces such as convention centres, theatres, art galleries and hotels to name a few.

We are also interested in creating shows for non-medical subjects.

## Trey trusted us





## The MSD case

At the end of 2016, Mayumi Shukuzawa, then marketing manager of Keytruda - MSD flagship product for immunotherapy - discovered one of our Body-mapping shows in a Sao Paulo Theater.

Seduced, she offered a "carte blanche" to create a brand new show about melanoma cancer. MSD was preparing the launch of KEYTRUDA for the treatment of Melanoma in Brazil and wanted something to be remembered, beyond the ordinary slideshow or introduction video.

Then came a constructive exchange, made up of meetings with MSD doctors and the event's creation team (the agency & the in-house marketing department).

The show was so successful that it was replayed two months later in Chicago for MSD's Word Wide Marketing Meeting, in front of global management and Oncology marketing executives from around the world, as a premis for ARCO (the the world's largest Oncology Congress).

In the summer of 2017, a new show was asked for the accreditation of Keytruda for the treatment of lung cancer, this time with a 30m stage and wind effect. Then another for the treatment of urinary tract cancer at the end of 2017.

The three shows also travelled to Mexico and Argentina in the same context, with a setup each time adapted (showroom, hotel, size of the stage,...).

Within MSD, these shows have become "signatures" for product launches in immunotherapy. Mayumi Shukuzawa, congratulated by her peers and the competitors, received the Global Innovation Award from MSD for developing with us this unique, striking and moving product launch.



## Objectives of the show

Twenty to thirty minutes to:

- Learn historical facts, sociology, symbolism and psychology about a subject that interests the audience
- Open new perspectives, broaden the debate
- Put the human, the patient, his doctor and their emotions back in the center
- To propose a real time-out, a moment of humanity, by going beyond the numbers, survival rates and powerpoint presentations which constitute 98% of the content of the congresses and study days
- Share a unique experience and talk about it together later
- Galvanize peoples on the discoveries of medicine or new technical processes
- Feel a entire range of emotions
- Make a lasting impression

## Some leads for new shows

- The brain
- The patient (sociology, history, role and function of the patient)
- Evolution of diagnoses
- Acupuncture and ethnomedicine
- Cybernetics, eugénisme & transhumanism: where do we go?
- The big story of medication
- The pharmacist
- Transplants
- The robot, the AI & the doctor
- Anticipation for a medicine of tomorrow: challenges and questions

# How to build a show?

- 1.** The performance starts with a common desire between the client and the artist Thomas Israel. The organizers of the event come with themes, topics, a framework in which the show will take place. A meeting or an exchange takes place between those involved.
- 2.** When the project guidelines are set, Thomas Israel embarks on research: historical, sociological, philosophical, technical... He reads the news, medical journals and a maximum of information on the subject(s) to be treated. He also carries out an iconographic research. The collaboration with the customer will be essential here. Thomas meets the doctors, the researchers, the marketing department, visits the laboratories and exchanges to enrich his knowledge and circumscribe the topics. This is a true artistic performance, so the concept is not to advertise directly for a drug or a company. The communication and marketing of the product / brand is done through the transmission of values, emotions, the choice of the angle of the show or by scientific discoveries. Average duration of the research: 1.5 months
- 3.** Then, the artist moves on to writing the text that will become the soundtrack of the show and its backbone (specific dramaturgy, narration based on the elements discussed with the client). Thomas thus proposes a poetic, historical, emotional, popularized science & educational writing with some hints of humor. The text must be approved by the client. Then he records the voiceover in a recording studio.
- 4.** From there, the creation of video content and interactivity begins. He turns video elements, supervises the creation of 3D animation and obtains specific media from health professionals. He must play on three levels: his body, the screen that will be behind him and the possibilities of interaction between them (projection of the double, symbiosis of the contents). He also commissions original music by musicians such as Gauthier Keyarts, Thierry Gauthier and Andrei Machado. Finally, he repeats the choreography and the acting, refines timings and interactivity in a specially equipped studio. Average duration = 2 months

Throughout the process, Thomas Israël keeps in touch with the event's marketing and scenography team to better integrate the show into the whole event (size of the stage, screen, choice of materials, layout of the elements, etc.).



## Thomas Israël

Thomas Israël's works are usually immersive and interactive, his atypical approach to the digital arts revolves around the classic themes of the body, time and the unconscious, but confronted with contemporary tools and concerns, with a humanity and a poetry rarely encountered in this discipline.

After graduating in sociology & anthropology and a career as an actor and director in theater, Thomas Israël (Brussels, 1975) entered the contemporary multimedia creation with Horizon TröM in 2005, a performance installation on dreams and death in which he experimented with new forms of representation. He was quickly invited with his videos, performances and installations to festivals worldwildea and international museums (Palais des Beaux-Arts de Lille, Quebec & Mons 2008-2015-2016, Les Abattoirs de Toulouse 2009-11, Europalia Chine 2009, Musée de l'Europe 2010, Musée juif de Belgique 2017, Haifa Museum of art 2017).

In 2006, he won the MoMA community art project, and his video entered the MoMA collection. Skinstrap, his first show in Body-mapping is a poetic autobiography that tours internationally and is the laureate of the Japan Media Art Festival 2013. Dualskin follows, with two actors this time, about sexual identity and the couple.

He also creates video stage design for dance, theater and opera (Théâtre Varia 2017, Opéra de Bordeaux & Tokyo Opera House in 2018). In 2019 he signed the direction, stage & video design of his first opera for the Tongyeong International Music Festival in South Korea.

He is represented by Galerie Charlot in Paris, and his commented monograph is available at La Lettre Volée (ISBN 978-2-87317-399-9).



## Visuals from other works of Thomas Israël

*Derm (interactive video performance & installation - photo above)*

*A black silhouette approaches the black wall and attacks it with a hammer and chisel, like a sculptor or a vandal. It reveals little by little fragments of an image "hidden" in the wall. The image is revealed through a hammer's narration: a head, a hand, a piece of slogan, a raised fist, a smartphone. When he has finished, the image remains like a painting, with at his feet the residues of his construction*

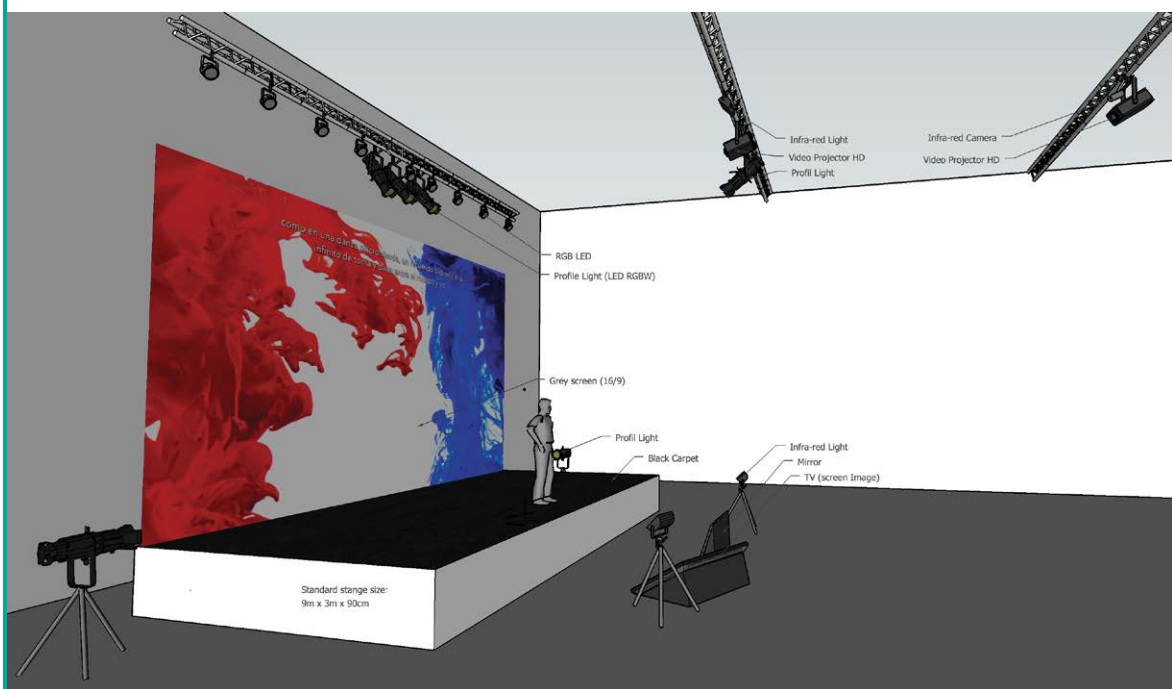


*Peeping-tom (interactive video installation)*  
*This work raises the question of voyeurism, institutional and personal; an eye scrutinizes you and pursues you.*



*Dualskin (body-mapping performance)*  
*Puts into perspective the construction of our identity, through the duality between man and woman.*

# Technical abstract



## Technical needs (summary)

A dark room, a stage (8 to 30 meters wide), RGB LED spotlights, 2 powerful video projectors or more for a big screen (Led panels works too), a stereo sound system.

We bring all the specific material for Body-mapping (Infrared camera and projector, computers, ...)

## Timing

Usually we arrive 2 days before the show to make a technical identification of the space, meet the local team and check the rented equipment. We assemble and rehearse the show the day before with your local team (day: mounting fine-tuning of scenography, sound, video & interactivity; evening: rehearsal. We also need 10 minutes of adjustment about 30 minutes before the performance.

Given the specificity of the technical requests, we work closely upstream with your equipment rental and your scenographic and marketing team to better integrate the show to the entire event.

# Available shows

## Abstract

spectacle	subject	equipment	voiceover	subtitled	time
<b>Vision</b>	<i>Visual perception</i>	<i>01 video projector</i>	<i>English or French</i>	<i>English French Netherlander Portuguese (Brazil) Spanish</i>	<i>22 minutes</i>
<b>Black Cloud</b>	<i>Hipocratic oath</i>	<i>01 video projector + 01 screen</i>	<i>English or French</i>	<i>English Portuguese (Brazil) Spanish</i>	<i>22 minutes</i>
<b>A Fleurs de Peau</b>	<i>Melanoma</i>	<i>02 video projectors + 01 screen (large or normal)</i>	<i>English or French</i>	<i>English Portuguese (Brazil) Spanish</i>	<i>24 minutes</i>
<b>A Bout de Souffle</b>	<i>Lung cancer</i>	<i>02 video projectors + 01 screen (large or normal)</i>	<i>English or French</i>	<i>English Portuguese (Brazil) Spanish</i>	<i>31 minutes</i>
<b>Another Vision</b>	<i>Visual perception</i>	<i>02 video projectors + 01 screen (large or normal)</i>	<i>English or French</i>	<i>English French Netherlander Portuguese (Brazil) Spanish</i>	<i>20 minutes</i>
<b>Blood Tales</b>	<i>Blood</i>	<i>02 vp + 01 screen (large or normal)</i>	<i>English or French</i>	<i>idem</i>	<i>16, 18 or 21 minutes</i>

## Custom made shows

*A custom made show is also possible:  
theme, duration, angle, number of actors*



# Web and Contacts

## Website with video demo



[www.thomasisrael.be/medical](http://www.thomasisrael.be/medical) (english & french)

### *Production Contact:*

*Kika Nicolela - kikanicolela@gmail.com*

*(Belgium) + 32 483 46 44 06*

*(Brazil) +55 (11) 98999-4180*

### *Technical Contact:*

*Thomas Israel - thomas@thomasisrael.be*

*(Belgium) +32 476 860496*

*(Brazil) +55 (11) 98816-5306*

### *Legal address:*

*In Progress asbl (Cie N°: 0478574541 - founded in 2002)*

*12 av de l'Observatoire bt8 - 1180 Bruxelles - Belgium*