
Lisa Erdman

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EDUCATION

- 2019 **Doctor of Arts (Art and Design) Focus: Media art and public performance**
Department of Art – Aalto University School of Arts, Design, & Architecture, Finland
Dissertation received a mark of distinction
Dissertation title: *Performing false hope: Ethical outcomes of fictitious pharmaceutical advertising as a public art intervention*
Advisors: Kevin Tavin, Kaisu Koski
- 1997 **Master of Fine Arts, Integrated Electronic Arts**
Focus: Public performance and digital media art – Graduated with distinction
Department of the Arts – Rensselaer Polytechnic Institute, Troy, New York
Thesis title: *The Ethnimage® 5-Day Identity Plan: Change your racial or ethnic identity in only five days!*
Advisors: Neil Rolnick, Branda Miller
- 1994 **Bachelor of Science in Dance, Interarts & Technology – Focus: Improvisational dance and interactive media** – Graduated with distinction
Department of Dance – University of Wisconsin, Madison
Thesis title: *Dancing with machines: Improvisation between dancers and computer-generated media*
Advisors: Ted Pope, Joseph Koykkar

PORTFOLIO: <https://lisaerdman.net/>

STUDENT WORK: <https://lisaerdman.net/student-work>

LANGUAGES

- English: Native speaker
- Spanish: Intermediate oral and written skills. Advanced comprehension skills.
- Finnish: Basic oral and written skills. Intermediate comprehension skills.

RESEARCH FUNDING & AWARDS

- 2018 Grant for dissertation writing (28,000 EUR) – Emil Aaltonen Foundation, Finland.
2017 Grant for research travel (2,000 EUR) – Arts Promotion Centre, Finland.
2015 Doctoral research funding (60,000 EUR) – Aalto University, Finland.
2011 Doctoral research funding (56,000 EUR) – Aalto University, Finland.
2012 Grant for doctoral media arts production (5,000 EUR) – Arts Promotion Centre, Finland.
2011 Doctoral research grant (15,000 EUR) – Jenny and Antti Wihuri Foundation, Finland.
2010 Grant for research travel (3,000 EUR) – Arts Promotion Centre, Finland.
2009 Doctoral research grant (9,000 EUR) – Centre for International Mobility, Finland.
2006 Faculty Development Grant (2,500 USD) – Frostburg State University, Maryland.
2006 Special Jury Remi Award, Experimental Film & Video Category – Houston WorldFest International Film Festival, Texas.
2003 Arts Grant (500 USD) – Washington D.C. Commission on the Arts & Humanities.

- 2000 Outstanding Achievement Award: Excellence in client service and design of direct-to-consumer pharmaceutical media – Harte-Hanks Interactive, Inc., Lake Katrine, NY.
- 1995 Two-year scholarship for graduate studies (50,000 USD) – Rensselaer Polytechnic Institute, Troy, NY (Integrated Electronic Arts Program).
- 1994 Senior Honors Research Grant (2,000 USD) – University of Wisconsin at Madison (Dance, Interarts & Technology Program).

ACADEMIC ASSOCIATIONS & AFFILIATIONS

- Advisor – Board of Directors, Arts & Humanities in Medicine Fellowship Program University of Maine at Orono
- Facilitator – Northwest Narrative Medicine Collaborative, Portland, OR
- Member – Centre for Health Education Scholarship, University of British Columbia, Canada
- Reviewer – Emerald Publishing, UK

COURSES TAUGHT:

Served as instructor of record for the following courses:

Graphic Design: Intro and Intermediate

Digital Media Production

Video Art

Drawing

Conceptual Art

Theories and Practices of Visual Culture

Theories of Contemporary Art

2-D Foundations

Using Humor in Advertising

Served as small-group facilitator of medical humanities courses:

Foundations of Health Humanities (FHH): Beginning with anthropology and employing tools from history, literary study, comics, and film, FHH focuses topically on race, disability, gender, sexuality, and bias. With its small-group format and attention to the dialogue space of learning, FHH provides a basis for developing strong interpersonal, professional skills.

Observation and Interpretation (O&I): Students are challenged to refine their observational and analytical skills using works of art—mostly visual art and photography, but also brief writings—and to communicate their impressions and findings to others, a process similar to differential diagnosis in medical practice. Additionally, as a visual-thinking exercise, students are asked to view and describe clinical images (i.e. x-rays, MRI scans) using formal art-based terminology (line, texture, color, proportion, etc.).

Humanities in Context (HIC): HIC is tightly connected to the care of patients and is more practical than theoretical. Toward this end, the course uses first-person narratives, clinical vignettes, and organ system problem-based-learning cases as springboards for learning. Course content includes three primary domains: the patient and doctor as persons, power and privilege in medicine, and ethics.

PROFESSIONAL EXPERIENCE

June 2022 – Present

Postdoctoral Scholar (President's Postdoctoral Fellowship), Penn State College of Medicine, Department of Humanities – Hershey, Pennsylvania

- Facilitate phase I core humanities courses for first-year medical students. Courses include: Foundations of Health Humanities, Clinical Communications, Humanities in Context, and Observation and Interpretation.
- Co-teach selective courses for fourth-year medical students: *Medical Improvisation and Narrative Medicine*.
- Conduct research in clinical communications using arts-based modalities of performative medical improvisation, and narrative medicine.
- Present guest lectures for the Department of Humanities.
- Mentor medical and health humanities students.
- Participate in arts-based events such as Medical Readers' Theater productions.

August 2021 – Present

Public Speaker / Narrative Medicine Workshop Facilitator, Northwest Narrative Medicine Collaborative, Lewis & Clark College / Center for Community and Global Health – Portland, Oregon

- Facilitate narrative medicine workshops, research presentations, and narrative medicine facilitator training, and research presentations. Audiences include: healthcare providers, medical educators, medical students, caregivers, artists, and researchers.

March 2020 – July 2021

Instructional Designer, Department of Public Health, University of Helsinki, Finland – *Worked remotely from Portland, Oregon*

- Collaborated with medical faculty to develop an online course module for Finnish health professions students entitled, *Ethical perspectives: The role of healthcare in society*. Piloted the course with medical students.
- Researched, designed, and programmed interactive course content using the Moodle interactive platform, administered by Open LMS.
- Incorporated arts-based content (i.e. dance and media art), to address ethical issues relevant to medical advertising, health equity, and patient-provider interactions.
- Enhanced accessibility standards for course activities.

October – December 2019

Visiting Scholar, Centre for Health Education Scholarship, University of British Columbia Vancouver, Canada

- Presented guest lectures on ethical considerations in medical communications and performative public art, within the Department of Public Health, and the Department of Occupational Sciences.
- Contributed to roundtable discussions on ethics considerations in arts-based research projects within the Centre for Applied Ethics.
- Contributed to interdisciplinary discussions on strategies of integrating of arts-based methods in medical education.
- Participated in introductory workshops on research-based theatre methods, hosted by the UBC Research-based Theatre Collaborative.

January 2010 – January 2019

Researcher and Lecturer Aalto University School of Arts, Design and Architecture – Helsinki, Finland

- Completed the doctoral dissertation writing (funded by Emil Aaltonen Foundation).
- Planned course materials, provided lectures, and created student assessments for a graduate level course on theories and practices of contemporary visual culture. Course enrollment: 20 students.
- Carried out doctoral research and a literature review on ethics in relation to performance art interventions, ethics in artistic research, and public pedagogy.
- Provided guest lectures for a graduate level course on international art education and meanings of community. Course enrollment: 20 students.

June – October 2010

Graphic Designer, Ciegus Oy, Ltd. – Pori and Helsinki, Finland

- Designed commercial packaging for Whisper® medication reminder products.
- Created visual interface design of medication reminder software products.

September 2008 – September 2010

Lecturer, University of Turku, University of Art and Design Helsinki, and Pori University Consortium, Finland

- Developed and implemented a new graduate-level course on the use of humor and satire in advertising design.
- Provided lectures on theories of humor, visual methods of advertising, guidance on production methods, and student assessments. Enrollment: 25 students.

August 2004 – August 2008

Assistant Professor of Art, Florida Southern College – Lakeland, Florida

- Provided lectures, group discussions, production workshops, and student assessment for undergraduate students in graphic design, video art, web design, contemporary art theory, performance, conceptual art, and design foundations. Typical enrollment of each course: 20 students.

August 2001– July 2004

Assistant Professor of Multimedia Graphic Design – Frostburg State University, Maryland

- Provided lectures, group discussions, production workshops and student assessments for undergraduate students in graphic design, design foundations, web design and 2D animation. Enrollment of each course: 23 students.
- Facilitated service-learning projects between students and local organizations.

December 1997 – August 2001

Graphic Designer & Director of Medical Media, Harte-Hanks Interactive, Inc. – Lake Katrine, New York

- Directed a team of 10 graphic designers in the development of direct-to-consumer pharmaceutical websites, and banner ads.
- Created award-winning web design layouts for pharmaceutical marketing.
- Designed computer-based training systems for pharmaceutical representatives.
- Received an Outstanding Achievement Award for exceptional client service and advertising design.

PUBLICATIONS

Peer-reviewed

- Krause, K., Andrade, R., Delasega, C., Erdman, L., George, D., Messmer, J. (2023, In review). Medical Reader's Theater as a Tool to Facilitate Difficult Discussions in Health Care. *Journal for Learning Through the Arts*. UC Irvine.
- Erdman, L. (2021). The answerability of false hope: Examining the unexpected outcomes of the Finnexia® public art intervention in *Performing Ethos: International journal of ethics in theatre & performance*. Intellect Publishing, Bristol, UK.
- Erdman, L. (2021). "Read It Twice". *Together Well: Stories About the Impact of COVID-19 on Our Lives*. Portland, Oregon.
- Erdman, L. (2019). (Doctoral dissertation). *Performing false hope: Ethical outcomes of fictitious pharmaceutical advertising as a public art intervention*. Aalto Arts Books. Espoo, Finland.
- Erdman, L. (2017). Finnexia® in *Ars Medica: A Journal of Medicine, The Arts, and Humanities. Placebo/Nocebo, Vol. 12, No. 2*.
- Erdman, L. (2016). Finnexia® [animation] in *Strangest Greetings Christmas Calendar 2016*, ThisisFINLAND.fi campaign, in cooperation with Mirum Agency and the Ministry for Foreign Affairs of Finland. Helsinki, Finland, <https://xmas.finland.fi/>
- Tavin, K. and Erdman, L. (2015). Arts-based interventions into normative practices. *Conference on Arts-based research and artistic research*. University of Porto, Portugal. Published in conference proceedings. January, 2015.
- Erdman, L. (2012). Fictitious medical adverts. *Critical Contemporary Culture, Issue 1: Novelty*.
- Erdman, L. (2011). "The Ludicrous in Satirical Art: Sophisticated Social Commentary or Bizarre Entertainment?" in *Episodio 3 – Converging Perspectives: Writings on Performance Art*. Annette Arlander, editor. Helsinki, Finland, 2011.

Non-peer reviewed

- Erdman, L. (2022). Read It Twice. Poem published in *Together Well. COVID-19 Stories* collected by the Relate Lab and the Northwest Narrative Medicine Collaborative. Portland, Oregon.
- Erdman, L. (2020). Untitled [Hello from Finland]. In M. Mosavarzadeh & K. Morimoto (Eds.), *Making – Place: International postcard exhibition* (p. 26). InSEA Publications
- Erdman, L. (2014). "Satirical medical advertising as a tool for political dialogue". *Synnyt/Origins: Finnish studies in art education*, Helsinki, Finland.
- Erdman, L. (2012). "Suomenex". In *How to Make Trouble and Influence People in Helsinki*, Finnish Academy of Fine Arts, Helsinki, Finland.

ART EXHIBITIONS

- (2021) "Finnexia®", [digital media art, group exhibition]. *Synesthesia*. Online exhibition. University of Toronto – Toronto, Canada.
- (2019) "Hello from Finland", [postcard art, group exhibition]. Making-Place International Postcard Exhibition. InSEA 2019, Audaine Art Centre, University of British Columbia – Vancouver, Canada.
- (2018) "Huxor Presents: Pharmaceuticals for the 21st Century", [multimedia art performance]. Helsinki Science Slam – Helsinki, Finland.
- (2015) Finnexia®, [multimedia art installation, solo exhibition]. AMF Gallery, Aalto Media Factory – Helsinki, Finland.
- (2015) Finnexia® [animation]. *Blue Sea Film Festival* – Rauma, Finland.

- (2012) Finnexia® [multimedia performance intervention]. Helsinki Railway Station, Finland.
- (2011) “Pharmaceuticals for the 21st Century”. [digital prints, group exhibition]. *ANTIDOTE 3*, Gallery Pushkinaya 10 – St. Petersburg, Russia.
- (2010) “Lisa’s Finland” [video, group exhibition]. *Home Sweet Home: International Performance & Video Festival*, Werkstatt der Kulturen – Berlin, Germany.
- (2010) “The Worry Machine”. [performance installation, group exhibition]. *PALFUCON: Paleofuturist Conference*, Ptarmigan Space – Helsinki, Finland.
- (2010) “Consumerin” [public performance]. *Experimentality Festival*, Peter Scott Gallery – Lancaster University, UK.
- (2009) “Vestige” in Terminaali – Kankaanpää Art School, Kankaanpää, Pori Airport, Finland (group exhibition, digital prints, invitational).
- (2009) “Vestige” in A.I.R International Exhibition – Ferencvarosi Gallery, Budapest, Hungary. (digital prints, group exhibition, juried).
- (2008) “Pharmaceuticals for the 21st Century” Intervene! Interrupt!: Rethinking Art as Social Practice – The University of California at Santa Cruz. (video, group exhibition, juried).
- (2007) “The Mandarin Project” in The Carving Center – Rutland, Vermont. (performance and video, group exhibition, invitational).
- (2007) “Pharmaceuticals for the 21st Century” in Platform Florida Art Festival – Lake Mirror Complex, Lakeland, Florida. (digital prints, group exhibition, juried).
- (2007) “Café con Leche” Hispanic Heritage Festival – Eloise Resource Center, Eloise, Florida. (animation, group exhibition, juried).
- (2006) “Beijing in June” – Artwerks Gallery, Lakeland, Florida. (photos, solo exhibition, invitational).
- (2006) “Pharmaceuticals for the 21st Century” in SIGGRAPH 2006 Computer Graphics Conference, Boston, Massachusetts. (digital prints and video, group exhibition, juried).
- (2006) “Pharmaceuticals for the 21st Century in WorldFest Houston International Film Festival, Houston, Texas. (digital prints and video, group exhibition, juried).
- (2006) The Lab Interdisciplinary Space, San Francisco. (digital prints and video, group exhibition, juried). “Pharmaceuticals for the 21st Century in Antithesis – Experimental Media Exhibition, Corcoran Gallery of Art, Washington, D.C. (digital prints and video, group exhibition, juried).

ARTIST RESIDENCIES

2006 (April – June) Red Gate Gallery – Beijing, China.

2008 (May – July) Hungarian Multicultural Center, Budapest, Hungary.

CONFERENCES

(Research Presentations)

- October, 2023. Using improvisation to explore the role of everyday objects in patient-provider communication in the outpatient setting. *2023 CHES Celebration of Scholarship. Centre for Health Education Scholarship*, University of British Columbia, Vancouver, Canada. Lisa Erdman, DA, Cheryl Dellasega, PhD, Michael Green, PhD.
- April, 2023. Using medical improv to explore the role of inanimate objects in patient-provider communication in the outpatient setting. *Creating Space Conference: Canadian Association of Health Humanities*, Quebec City Convention Centre, Canada.

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- October, 2021. 7 Minutes: An arts-based approach to clinical training. *Celebration of Scholarship Conference*. Centre for Health Education Scholarship, University of British Columbia – Vancouver, Canada.
 - May, 2021. 7 Minutes: An arts-based approach to clinical training. *Health Humanities and the Arts Spring Symposium*. Massachusetts College of Pharmacy and Health Sciences (MCPHS).
 - October, 2020. Building community during the COVID-19 pandemic through narrative medicine practice. *2020 CHES Celebration of Scholarship*. Centre for Health Education Scholarship, University of British Columbia, Vancouver, Canada.
 - April, 2020. Multimedia in medical education: Fictitious medical advertising as a tool for dialogue about over-medicalization. *Creating Space 10 Conference: Canadian Association for Health Humanities*. University of British Columbia, Vancouver, Canada. (Conference cancelled due to the COVID-19 pandemic. Presentation abstract published online).
 - October, 2019. Ethics and experimentation in public art interventions. *Lunchtime Research Series*, Centre for Applied Ethics, Department of Population and Public Health, University of British Columbia, Vancouver, Canada.
 - January, 2019. Pharmaceuticals for the 21st century. *The Finnish National Medical Conference (Lääkäripäivät)*, Helsinki, Finland.
 - February, 2018. Pharmaceuticals for the 21st century. *Helsinki International Science Slam*, Helsinki, Finland.

(Conferences: Paper Presentations)

- October, 2023. Using improvisation to explore the role of everyday objects in patient-provider communication in the outpatient setting. *Artful Medicine Symposium*. Missouri Southern State University. Joplin, Missouri. Lisa Erdman, DA, Cheryl Dellasega, PhD, Michael Green, PhD.
- April, 2023. (Group presentation). Exploring Challenges in Health Humanities Through Medical Readers' Theater. *Health Humanities Consortium Conference*, Cleveland, Ohio. Kayla J. Krause, Daniel R. George, PhD, Lisa Erdman, PhD, Roberta Andrade, PhD, John Messmer, MD, Cheryl Dellasega*, PhD
- (July, 2019) Ethics and experimentation in public art interventions. *InSEA 2019 World Congress in Art Education*, University of British Columbia, Vancouver, Canada.
- (June, 2016) Intervening on the art intervention. *4th Conference on Arts-based Research and Artistic Research: Rethinking arts-based research, artistic research and global/local communities*, Aalto University School of Arts, Design and Architecture, Helsinki, Finland.
- (October, 2015) Pushing pills with public pedagogy: Satirical pharmaceutical advertising as a site of political dialogue in Finland. *6th Annual Research Symposium of the HOLLO Institute*, Aalto University School of Arts, Design and Architecture, Helsinki, Finland.
- Tavin, K. and Erdman, L. (2015). Arts-based interventions into normative practices. *3rd Conference on Arts-Based Research and Artistic Research*, Porto, Portugal, January, 2015.

GUEST SPEAKER PRESENTATIONS

- November, 2023. Research presentation at the *Narrative Medicine Theater Group*. Columbia University, NY. (Lisa Erdman and Cheryl Delasega).
- November, 2023. Research presentation in the course, *Show Me Where It Hurts: Creative Inquiry in Illness and Health*. Penn State University, State College, PA.
- August, 2023. Guest speaker on the work of Katy Giebenhain. *Skyrocket: What Drug Prices Do*. Mixed media exhibition. Waldo's & Company gallery and café. Gettysburg, PA.
- June, 2023. Community of Practice Narrative Medicine Workshop: *Materialities of Care: Exploring the role of everyday objects in the clinical setting*. Organized by the Northwest Narrative Medicine Collaborative.
- April, 2023. *Ethical considerations in artistic research*. ART 501 course. Department of Art Education, Penn State University, State College, PA.
- April, 2023. *Ethical considerations in artistic research*. Seminar course, Program of Arts and Humanities in Medicine. University of Maine, Orono.
- November, 2022. *The limits of medicine: Why doctors shouldn't use satire – or should they?* Humanities Grand Rounds. Department of Humanities, Penn State College of Medicine. Hershey, PA.
- June, 2022. *The Choreography of Care*. Northwest Narrative Medicine Collaborative (online workshop, co-facilitator), Portland, Oregon.
- August, 2021. New Pills for World Ills. *Northwest Narrative Medicine Collaborative* (online workshop), Portland, Oregon.
- April, 2021. Performing False Hope. *Healing/Arts Symposium – Health Activism, Creative Practice, & the Medical Humanities*.
- October, 2020. Installation and Performance Art: Ethical Considerations. *Arts and Humanities in Medicine Graduate Seminar – Intermedia Program*, University of Maine at Orono.
- November, 2019. Performing false hope: Ethical outcomes of fictitious pharmaceutical advertising as a public art intervention, *Cleveland Clinic, Lerner College of Medicine*, Cleveland, Ohio.
- September, 2019. Pedagogy of Art Interventions in Public Space. *Research Rounds*, Department of Occupational Sciences, University of British Columbia, Vancouver, Canada.
- June, 2019. *Artist Talk with Lisa Erdman*. Sponsored by Uniarts Cerada Research Institute and Taika Arts Foundation. Music Hall, Helsinki Finland.
- November, 2017. Pharmaceuticals for the 21st Century. *Health Humanities International Symposium*, University of Derby, UK. (Media art keynote presentation).

COMMITTEE AND ADMINISTRATIVE EXPERIENCE

2009 – 2019

Aalto University School of Arts, Design and Architecture – Helsinki, Finland

- Coordinated the *International Pre-symposium on Critical Public Pedagogy, 2015*.
- Evaluated a Master's thesis in the VICCA program (Visual culture and contemporary arts).
- Advised the Aalto University Doctoral Arts Program Committee on ethical standards, and curriculum development.
- Mentored international doctoral exchange students. Aalto University, Finland.

- Conceptualized and organized an international symposium, *Medicine in art / Illness as creative inquiry: Arts-based investigations of the relationship between illness, healing, and medicalization*. March, 2012. Aalto University, Finland.

2004 – 2008

Florida Southern College, Lakeland – Lakeland, Florida

- Served on a committee for graphic design curriculum development.
- Coordinated an international guest lecture series for the Melvin Art Gallery at Florida Southern College.
- Mentored new faculty members in the department of art.
- Developed new material for a large-scale multimedia solo art exhibition.

2001 – 2004

Frostburg State University – Frostburg, Maryland

- Served on a committee for curriculum development for art and design program.
- Supervised community-based internships for senior graphic design students.
- Served on a committee for campus-wide multicultural awareness.
- Participated in training for conflict-resolution, diversity, equity, and inclusion with the National Coalition Building Institute (NCBI) in Washington D.C

CERTIFICATIONS & LICENSES

Narrative Medicine Facilitator Training (November 2021)

The facilitator training equips participants to create inclusive, equitable, and representative spaces for humane and humanizing interactions through visual art, creative writing, and literary discussion. A primary goal is to create a space for stories that are not always represented in dominant health narratives. This training is provided through the Oregon Health and Science University.

PRESS COVERAGE

- "This magic pill helps people learn the Finnish language: An art student's project reveals people's trust in medicine and drug marketing" [English translation from Finnish], *YLE News*. Finnish National Broadcasting Company. March 3rd, 2019, Helsinki, Finland. <https://yle.fi/uutiset/3-10668550>
- Hertta Vierula, "Ota pilleri, opit kieltä." (Take a pill, learn a language). *Lääkärilehti, Finnish Journal of Medicine* – Helsinki, Finland, October 26th, 2018. <https://www.laakarilehti.fi/ajassa/ajankohtaista/ota-pilleri-opit-kielta/>
- "A New Way to Draw Attention to the Difficulties of the Finnish Language". *ITAR-TASS News Agency* – Moscow, Russia. May 10, 2015.
- Beth Morton, "The Finnexia Mystery", *6 Degrees English Language Magazine* – Helsinki, Finland. December, 2012, p. 7.
- Therese Bogan, "Finnexia: the experiment", *Newshub.fi*, Helsinki, Finland, September 22, 2012. <http://newshub.fi/archives/919>
- Artist residency profile published in *Pori A.I.R. The first five years*. Annu Wilenus, editor. Pori, Finland, May, 2011.
- Performance art and personal practice, *30 Minutes of Fame* (Artist interview series), KSL Radio 100.3 MHz. Interviewer: Susan Wilander, Helsinki, Finland.
- Alessandro Ludovic, "Annual Checkup: Pharmaceuticals for the 21st Century", *Neural.it: Online Journal of Hacktivism e-Music, and New Media Art*. Sept 12, 2006.