

# COSTURAS

## LIVING WITH BREAST CANCER

A project by Koen Suidgeest produced by líniazero edicions

# 2014 annual report

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# 1. The exhibition

## Deciding on the content

**Costuras – living with breast cancer** is made up of 30 frames. Five of them feature text (title, presentation, credits and two frames with quotes) and 25 contain a total of 28 portrait photographs (three frames include two photos each) of 27 models.

The selection process for these images was based on an initial set of 211 photos out of the original total of some 7,000. The process was carried out using the following requirements: the models should be directly or indirectly affected by breast cancer, the photos selected should include a range of different ages, backgrounds and styles, and the collection as a whole should narrate a graphic story that would be coherent and interesting for the observer. As a result, the photographs have been organised in a specific order of display, which may not be changed.

The four quotes are by the models themselves. They were included to contextualise the photos with emotions the women felt at certain times during their illness.

## Producing the exhibition

Printing of these high-quality photos was carried out by Souverein, one of Europe's leading digital photographic laboratories based in The Netherlands, under the strict supervision of the photographer. The printing process used Archival Pigment print on Innova FibaPrint Ultra Smooth Gloss paper (285 grams). Two copies were made of each photo. Additional copies can be made, if needed, so that the exhibition can be made available to a wider public.

Acutangle, a Barcelona-based company specialising in the production of frames for museums and exhibition centres, manufactured the 60 frames (for the two complete exhibition sets). The frames are 40 cm x 50 cm in size, they are made of aluminium and contain non-reflecting glass. The company also custom-built two wooden crates on wheels used for transporting the two exhibition sets.

The texts, which are printed on Photobase paper, are currently in three languages: Catalan, Spanish and Portuguese.

## Graphic design

We have taken great care to give **Costuras** a clear, coherent graphic identity. This includes the exhibition itself, the support materials and the website. We commissioned the design work to Tere Guix, who has overseen the production of all the different elements: the exhibition, postcard, poster, catalogue, flyers and the website.

The printing company, Jider, based in Fuenlabrada (Madrid), supported us with the printing of the postcard, the poster and the initial print run of the catalogues.

## **costuras.org**

The project's website, [costuras.org](http://costuras.org), is the main channel of communication for the project. It was created on a Wordpress template and, in keeping with the project's international stance, is bilingual (Spanish and English).

## **Funding**

In order to cover the costs of producing the exhibition (printing the photographs, manufacturing the frames, designing the project's graphic identity and its promotional materials, as well as the conceptualisation and execution of the website) we used a process of crowdfunding through the Verkami platform. The original amount requested was €9,750. This included the production and shipping costs of the incentives for the 220 contributors. The campaign commenced on 3rd October and lasted for 40 days, closing on 12th November. The patrons contributed a total amount of €10,075. The surplus amount was used to help fund the second exhibition set and to add an English version to the website.

Staging the exhibition at each of the cities also involved the costs of transport, assembly, insurance and general day-to-day running, as well as a hiring fee to help defray the costs incurred during the preparation of the project. These costs were covered by sponsoring companies.

The financial accounts of **Costuras** are public and available for consultation by any person or entity.

## 2. Costuras starts moving

### **Madrid: Sala Cambio de sentido/ ONCE Foundation**

Dates: 4th June to 12th September

Address: C/ Recoletos, 1

Participating associations: GEPAC, ONCE Foundation

Cooperating companies: Sanofi

Other cooperating entities: Embassy of The Netherlands in Spain

Number of visitors: approximately 500

Promotional events carried out:

- Press conference (3rd June) and press release
- Participation in PhotoEspaña (included in catalogue)
- Posters, leaflets, postcards, catalogues

Observations:

- **Costuras** took part in the prestigious international photography competition PHOTOEspaña



Press conference

### **Barcelona: Convent de Sant Agustí / Sala Noble**

Dates: 16th to 27th June

Address: C/ Comerç, 36

Participating associations: GEPAC, SEOM

Cooperating companies: Sanofi, Transportes Metropolitanos de Barcelona (TMB)

Other cooperating entities: Barcelona City Council, Embassy of The Netherlands in Spain

Number of visitors: approximately 250

Promotional events:

- Publicity spot on Barcelona Metro's information screens (19th May to 3th June)

- 10,000 leaflets distributed in Barcelona's buses and metro
- Press release and media coverage
- Poster, leaflet, postcard, digital invitations to events
- Official inauguration
- Institutional event featuring representatives from Barcelona City Council, FECEC, SEOM, Sanofi and the photographer
- Banners on the Barcelona City Council website
- Lamp post banners (Barcelona City Council)

Lamp post banners (09/06/2014 to 29/06/2014)
Av. Diagonal between Pl. Pius XII and Pl. R. Ma. Cristina
Av. Madrid between Ctra. de Sants and Comandante Benítez
Av. Sarrià between Av. Diagonal and Pl. Prat de la Riba
Bailén between Indústria and Trav. Gràcia
Provença between Balmes and Pau Claris
València between Tarragona and Rocafort
Ausiàs March between Roger de Llúria and Pg. Sant Joan
Casanova between Rosselló and Trav. Gràcia
Av. Meridiana between València and Mallorca
Padilla between Av. Meridiana and Gran Via

#### Observations:

- The Sala Noble is used for many different types of events. This means that everyone attending the events had the chance to see the exhibition without purposely gone there, which helped to increase the exhibition's reach.



## Ciudad Real: Convento de la Merced/ Lower cloister

Dates: 6th to 27th October 2014

Address: Pl. de los Mercedarios s/n

Organising association: AMUMA

Cooperating companies: GlobalCaja

Number of visitors: approximately 450

Promotional events:

- Poster, leaflet, postcard, digital invitation
- Press conference (3/10/2014)
- Official inauguration (10/10/2014)

Observations:

- The exhibition was presented as part of the events organised by AMUMA throughout the course of October to celebrate International Breast Cancer Day (19th October). Other events included the 13th Conference on Breast and Gynaecological Cancer, held in Castilla la Mancha (on 9th October, at which a **Costuras a flor de piel** leaflet was distributed) as well as the 2nd Stories and Poetry Competition and the 1st Window-Dressing Contest, the prizes for which were presented in the same cloister where the photos were exhibited.



## **Lisbon: Sala Premium / Lisbon Story Centre**

Dates: 6th to 20th November

Address: Praça de Comercio, 78 / 1100-148 Lisboa

Participating Association: Portuguese League against Cancer (LPCC)

Cooperating companies: Sanofi

Number of visitors: approximately 500

Promotion events:

- Digital invitation
- Press release
- Official inauguration (6/11/2014)

Observations:

- A visitor's book was available where many people recorded their reactions to the photographs and to the women who had shown such courage by volunteering to be models. They ranged from the enthusiastic to the deeply moved and the supportive.
- Among other media coverage, Portugal's national public television channel broadcast live during the inauguration of the exhibition.



### 3. Associations involved

One requirement for staging the exhibition is that a local organisation linked with cancer must be involved in the process. Thus, **Costuras** acts as a platform for the organisation's activities, as well as granting it an artistic, human component. The exhibition also helps such organisations in their fight against social stigma that surrounds cancer.

#### **Spanish Cancer Patients Group (GEPAC)**

[www.gepac.es](http://www.gepac.es)

The organisation GEPAC is a partner of **Costuras** and is also the final recipient of the exhibition set. As a national umbrella organisation, GEPAC helps to distribute information among its partners, as well as taking part in round tables, press conferences and other events linked with **Costuras**. GEPAC played an active part in the crowdfunding campaign, and was present at the press conference in Madrid (3/6/2104) as well as the institutional event in Barcelona (20/5/2014). Some of the images from the exhibition were displayed at the GEPAC lectures in its 2014 Congress of Cancer Patients (7 th – 9th November), where **Costuras** flyers were also distributed.

#### **Association of Women Affected by Breast and Gynaecological Cancer of Castilla la Mancha (AMUMA)**

[www.amuma.org](http://www.amuma.org)

AMUMA brought the exhibition to Ciudad Real, as part of its activities in October linked with International Breast Cancer Day.

#### **Portuguese League against Cancer (LPCC)**

[www.ligacontracancro.pt](http://www.ligacontracancro.pt)

The LPCC participated in the exhibition in Lisbon. For each person visiting the exhibition, Sanofi donated €1 to the organisation in order to help with the latter's work in awareness-raising.

#### **Federation of Catalan Organisations against Cancer (FECEC)**

[www.juntscontraelcancer.cat/](http://www.juntscontraelcancer.cat/)

The FECEC took part in the institutional event in Barcelona (20/5/2014).

#### **Spanish Society for Medical Oncology (SEOM)**

[www.seom.org](http://www.seom.org)

The SEOM took part in the institutional event in Barcelona (20/5/2014).



## **ONCE Foundation**

[www.fundaciononce.es/](http://www.fundaciononce.es/)

While this is not an organisation specifically dedicated to raising awareness about cancer, the ONCE Foundation made its Cambio de Sentido hall available for three months for the debut showing of the **Costuras** exhibition.

## 4. Cooperating companies

In each location, setting up the exhibition produces costs in areas such as transport, insurance, mounting, dismantling, administration, promotion and general organisation of the exhibition. In addition there is a general fee that is charged to offset the expenses incurred during the preparation of the project. **Costuras** was devised as a non-profit-making project that is able to fund itself. To that end, we have received contributions from several sponsoring companies.

### **SANOFI**

[www.sanofi.es](http://www.sanofi.es)

Exhibitions funded: Madrid, Barcelona, Lisbon

Total amount: €10,906

Considerations: company's logo on the website and all the **Costuras a flor de piel** promotional materials; visibility at press conferences and at the inaugurations in Barcelona, Madrid and Lisbon; organising of Sanofi's own events within the framework of the exhibition; communication in the media and institutional relations.

### **Globalcaja**

[www.globalcaja.es](http://www.globalcaja.es)

Exhibition funded: Ciudad Real

Total amount: €2,550

Considerations: company's logo on the materials linked with the exhibition in Ciudad Real, mentions in the media and at the events.

Other companies and organisations have also contributed by offering special reduced rates for their production costs or through direct contributions:

**Souverein** ([www.souverein.nl](http://www.souverein.nl)) printed the photographs in high-quality format (Weesp, The Netherlands)

**Acutangle** produced the frames and provides storage for the exhibition (Barcelona)

**Gráficas Jider** ([www.jider.com](http://www.jider.com)) printed the promotional material (Fuenlabrada, Madrid)

**Pilot Studio** ([www.pilotstudio.nl](http://www.pilotstudio.nl)) made the studio available for the final photographic sessions in Amsterdam.

**The Embassy of The Netherlands in Spain** ([www.espana.nlembajada.org](http://www.espana.nlembajada.org)) covered the photographer's travel costs for the inaugurations in Madrid and Barcelona.

## 5. Media impact

### Madrid and Barcelona

Sanofi produced a 103-page press dossier detailing the exhibition's media impact.

#### Print media: 9 media outlet

04/06/14 Diario de Teruel  
12/06/14 20 Minutos, Barcelona  
22/06/14 La Rioja (V Vivir)  
22/06/14 Las Provincias (V Vivir)  
22/06/14 Sur (V Vivir)  
22/06/14 Ideal de Granada (V Vivir)  
22/06/14 Hoy de Extremadura (V Vivir)  
22/06/14 El Diario Vasco (V Vivir)  
22/06/14 El Corro Español (Bizkaia) (V-Vivir)

#### Television: 1 media outlet

01/06/2014 Telecinco (Informativos)

#### Internet: 56 media outlets

20/05/14 presspeople  
20/05/14 Madrid.es  
21/05/14 Solidaridad Digital  
22/05/14 Teleprensa.es  
03/06/14 Discapnet.es  
03/06/14 SIGLO XXI  
03/06/14 MedicinaTV.com  
03/06/14 Yahoo! España  
03/06/14 El Economista.es  
03/06/14 Lainformacion.com  
03/06/14 Economista.es  
03/06/14 Informativos Telecinco  
03/06/14 Lainformacion.com  
03/06/14 Servimedia.es  
03/06/14 de Cantabria  
03/06/14 SIGLO XXI  
03/06/14 Teinteresa.es  
03/06/14 Fund. Española del Aparato Digestivo  
03/06/14 Con Salud  
03/06/14 Discapnet.es  
03/06/14 Europa Press

03/06/14 La Región de Ourense  
03/06/14 Mujeremprendedora.net  
03/06/14 Voz de Galicia  
04/06/14 SIGLO XXI  
04/06/14 Teinteresa.es  
04/06/14 El Economista.es  
04/06/14 Discapnet.es  
04/06/14 PRNoticias  
04/06/14 Noticias de Salud  
04/06/14 Solidaridad Digital  
04/06/14 Hoy Digital  
04/06/14 ABC.es  
05/06/14 LA VANGUARDIA.COM  
05/06/14 Compromiso RSE  
05/06/14 Acta Sanitaria  
07/06/14 Somos Pacientes  
09/06/14 El Mundo  
10/06/14 El Mundo  
12/06/14 20 Minutos  
12/06/14 Boletín Informativo  
14/06/14 Gente Digital  
14/06/14 Teinteresa.es  
14/06/14 La Vanguardia  
16/06/14 Informativos Telecinco  
16/06/14 MedicinaTV.com  
16/06/14 SIGLO XXI  
16/06/14 Cronica de Cantabria  
16/06/14 Solidaridad Digital  
16/06/14 El Economista.es  
17/06/14 Sim, senhorita  
17/06/14 Farma News  
17/06/14 Medicina21  
24/06/14 Diario Sur 99

## **Ciudad Real**

Article in *Mi Ciudad Real*: <http://bit.ly/1B21pGM>

Article in *La tribuna de Ciudad Real*: <http://bit.ly/1u208Bn>

Article in Ciudad Real Digital: <http://bit.ly/1u20hEU>

## **Lisbon**

Print media: 3 media outlets

01/11/14 Saúde XXI

09/11/14 Notícias Magazine

15/11/14 Jornal Médicos

Television: 3 media outlets

06/11/14 RTP Informação

17/11/14 SIC

10/11/14 RTP Informação

Internet: 11 media outlets

29/10/14 Atlas da Saúde

30/10/14 RCM Pharma

31/10/14 Vital Health

03/11/14 Just News

04/11/14 Diário da Saúde

05/11/14 Newsfarma

06/11/14 Público

06/11/14 Observador

07/11/14 Sábado

12/11/14 Vou Sair

14/11/14 Vou Sair

## **Other media**

In its October issue, *Rose* magazine devoted an article to **Costuras**.

One of the exhibition models appeared on the ES Radio program “Es sexo”.

The local magazine *La brújula de la sierra* also published an article about the exhibition, and there was a post about it on the blog *Nuestraenfermeria*.

## 6. Our team

**Costuras – living with breast cancer** is a project by Koen Suidgeest produced by líniazero edicions. To date, almost 500 people have actively taken part in it. They include the 209 women who agreed to pose for the photos, the 220 contributors who helped fund it, the cooperating companies and associated bodies, and of course the **Costuras** team who is working hard to make it all possible.

Photography: Koen Suidgeest

Art direction: Tere Guix

General coordination: Rosa Mercader (líniazero edicions)

Fine art printing: René Bierman (Souverein)

Frames: Joel Oliver (Acutangle)

Graphic design: Laura Estragués

Printing of materials: Pilar Blanco (Jíder), Núria Garcia (The Folio Club) and their teams

Website: Yvonne Fuertes

Production: Clara Pena, Clara Grífol, María Luisa Fernández, Jennifer Bootsma, Muriel Arnaud

Communication in Madrid: María Valdemoros (Sanofi)

Communication in Barcelona: Maite Sanz (Sanofi)

Communication in Ciudad Real: Rosa García-Madrid (AMUMA)

Communication in Lisbon: Luisa Silva (Sanofi) and Susana Viana (Guesswhat)

## 7. General evaluation

The aim of **Costuras – living with breast cancer** has always been to break taboos, generate debate and highlight other people's realities, so as to give a positive message of survival and to help cancer sufferers become less stigmatised in today's society.

The exhibition has received particular praise for its ability to surprise and move the spectator. As soon as they enter the exhibition space, viewers find themselves face to face with the most intimate reality of breast cancer, in the form of portraits of women brave enough to show their scars, and who in all naturalness, allow us to participate in their illness and its consequences. The comments we have received on the exhibition focus especially on the courage of these women, on their positive, fighting spirit, and on the human warmth and strength that the photographs transmit. The photographs create an emotional connection that leaves no one unmoved.

AMUMA described the exhibition as "the framework and the perfect culmination for all the activities we carried out during October."

Sanofi, who has supported Costuras since its inception, highlighted "the impressive end result" of the project, and "the importance of brave campaigns for awareness-raising and providing support to women who have undergone the process of breast cancer". The company also emphasised the positive results of its cooperation with associations such as GEPAC, SEOM and the Portuguese League against Cancer, to which Sanofi donated 1€ for every person who visited the exhibition in Lisbon.

The exhibition in Lisbon provided a visitor's book, in which people movingly described their personal reactions to the event. These are some of the comments:

"It shows the strength and determination of women who are fighters, and who possess a will to live that helped them to overcome the most difficult moments in a woman's life. It captures the inner essence of each woman, her energy and her fears."

"A new look at an old problem! Very beautiful!"

"Really artistic. The vulnerability expressed by the quality of the light and the contrast with the darkness becomes engraved on your mind, like a scar."

"This exhibition has given me strength! Congratulations!"

"Speechless. A great lesson in life."

"Congratulations on the initiative. We women need to understand that breast cancer could happen to any one of us. But it must also be said that even if you do have cancer, you can still lead a full life."

"A beautiful photographic project that shows women with an unusual amount of bravery and willpower. My most sincere congratulations!"

"Beautiful. Moving. Wonderful. Congratulations!"

"Testimonies of courage, strength and a desire to live, beyond any pain. All these women deserve a great deal of respect. An example for everyone and proof that it is always possible to smile."

### Calendar of activities

	2013				2014												
	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	
Micro-funding																	
Preparations																	
Verkami campaign		3OCT to	12NOV														
Campaign closed																	
Incentives sent																	
Exhibition production																	
Last photos																	
Final exhibition contents																	
Photos printed																	
Frames manufactured																	
Graphic design																	
Materials produced																	
Website																	
Closing 2014																	
Transporting and mounting																	
Agreement with Sanofi for Madrid and Barcelona																	
Communication strategy																	
Exhibition in MADRID											to 6JUN	to		12SEP			
BCN: publicity spot in Metro										19MAY	to 3JUN						
BCN: Lamp post banners											9 to 29						
Exhibition in BCN											16 to 27						
Exhibition in CIUDAD REAL														6 to 27			
Exhibition in LISBOA																6 to 20	