

Hello, my name is Rudy Blauwbloeme and I am the general manager of the Flemisch Independent Federation for Seniors called “FedOS”.

Over the years FedOS has built a strong reputation in promoting art made by artists age fifty and over (we call them +50). We find that artists + 50 don't always have the opportunity to show their work to a large public. Therefore FedOS organizes many artexhibitions throughout Flanders with the slogan “FedOS Collection + 50”. The most important exhibition is held in the “Heizelpaleizen” in Brussels at the salon Zenith. That's a kind of fair especially for people +50 and receives over 30.000 visitors.

Artists +50 have a lot of hidden artistic talents. Often they discover those talents at a later age, when they have more time for themselves: the children are all grown up, they are retired and in search of something new ... they discover ARTS. Some are self thought, others enroll themselves in an artschool. The many positive comments we receive on our exhibitions are the evidence that artistic talent is ageless. Many are impressed by the quality and level of the generated art. The image of seniors “like we call them often in dutch” as Sunday painters, they have long outgrown that image.

FedOS offers the individual artists a platform to meet other artist +50. We founded an art-collective of which they can become member. That AC is called “The Muze”. The Muze organises exhibitions, guided tours in artmuseums and big artexhibitions (by the way older people hate audioguides and prefer by far a life guide), art workshops en a lot of different artprojects. One of which is the project “Art Generations”.

Art Generations is an intergenerational project that was implemented in 2012 following the European year of the intergenerational solidarity. After all, young and older people can learn a lot from each other. Interacting with each other starting from a common talent, creates a creative and an artistic dialogue. One learns to appreciate each other in a different way and a mutual respect grows. Both generations affirmed each other's self-esteem and felt respected. Jong and old joined forces and created ART that was ageless and transcends all generations.

In this project it was the individual senior artist who took the lead. He or she created an artistic concept which formed a bridge between different generations. Everything was

possible and each generation was included: from the cradle to the grave. The interaction between the participants as well as the final artwork were equally important. It was an artistic partnership.

There were a total of 10 sub-projects spread over Flanders under the guidance of 7 enthusiastic individual artists + 50. Each sub-project was different: different concept, applied technics, ages and of course different results.

Let's take a look at some of these sub-projects.