

# Haem

## BLOOD BOUND

**Haem** is a science-based art project, symbolising life's direction from its very conception.

Our world evolves through the choices we make, and the directions we take; both shape us as individuals and collectively as a society. Inspiration behind our choices, and guides which provide direction, may come from unexpected – yet often abundant – sources.

The physical basis of **Haem** is iron derived from an unexpected source – the human placenta. Although itself a complex labyrinth of blood vessels, the placenta provides an unhindered connection from mother to developing child. Iron, plentiful throughout this process, plays an essential role through this 'maze', guiding oxygen from the mother to the foetus across the placenta.

Symbolic of these directions, **Haem** will physically create a compass needle out of iron derived from human placentas. The compass needle will in turn be presented as a guide – like elemental iron itself – positioned in the midst of a human-sized labyrinth, inspired by the maze of nourishing vessels within the placenta.

**Haem** combines the expertise in the fields of art, life sciences and metallurgy, to reflect the transformation of maternal resources into valuable personal processes. It is one of the winning projects of the Dutch BioArt & Design Award 2016, developed by artist Cecilia Jonsson and scientist Rodrigo Leite de Oliveira with the institutional support of the Netherlands Cancer Institute/Antoni van Leeuwenhoek hospital.

### BE PART OF THE PROJECT

In order to make this project a reality, the professional team of artists and scientists will arrange for the collection of iron from human placentas. Collecting of placentas will take place in the Netherlands from August to October. We are searching for mothers who would like lend significance to this project by donating their placenta after giving birth. This would be a voluntary contribution from the mother, and the donation will not interfere with the delivery procedure nor harm mother or child. The project has been approved by an ethical commission and will be performed accordingly.

Mothers may choose when collection may take place by giving us a call/email. The placenta, otherwise discarded, can be arranged to be collected after the delivery process is finished, either through agreement with the midwife, doula or directly via the mother. If more convenient for the mother, the placenta can also be brought to us, or we can collect the placenta in the days after the delivery. If this is the case, the placenta should be kept cold, preferable frozen until it is handed over.

### CONTACT

If you are a pregnant mother who would consider donating your placenta after delivery, please contact us for more information:

+31 0636461784 / [haem.project@gmail.com](mailto:haem.project@gmail.com)

We cordially invite you to MU Artspace in Eindhoven for the opening of the exhibition at: 8pm December 2, 2016.

[www.haemproject.com](http://www.haemproject.com)

[www.badaward.nl](http://www.badaward.nl) / [www.ceciliajonsson.com](http://www.ceciliajonsson.com) / [www.nki.nl](http://www.nki.nl)

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A microscopic view of numerous red blood cells, appearing as biconcave discs, filling the frame. The cells are densely packed and exhibit a characteristic reddish-orange hue. The central depression of each cell is visible, creating a darker center. The overall texture is granular and organic.

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