

# ART AND WELLBEING

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*A match made in heaven*

*Gaby Arenas de Meneses, Co-founder of TAAP Foundation*

*The myth of creativity*



*Art as a tool to promote well-being*

# ART

CHANGE OUR BRAIN



BRAIN DEVELOPMENT POTENTIAL

PFC ACTIVATION

INCREASE OUR WELLBEING



SYNAPTIC ACTIVATION

OVERCOME ANXIETY AND DEPRESSION

Causal  
• ALTERNATIVE  
• CONSEQUENTIAL  
THINKING

• PERSPECTIVE  
• EMPATHY  
• MOTIVATION



CURIOSITY  
EXCITEMENT

*A new way of understanding The Journey*

# A NEW WAY OF UNDERSTANDING THE JOURNEY

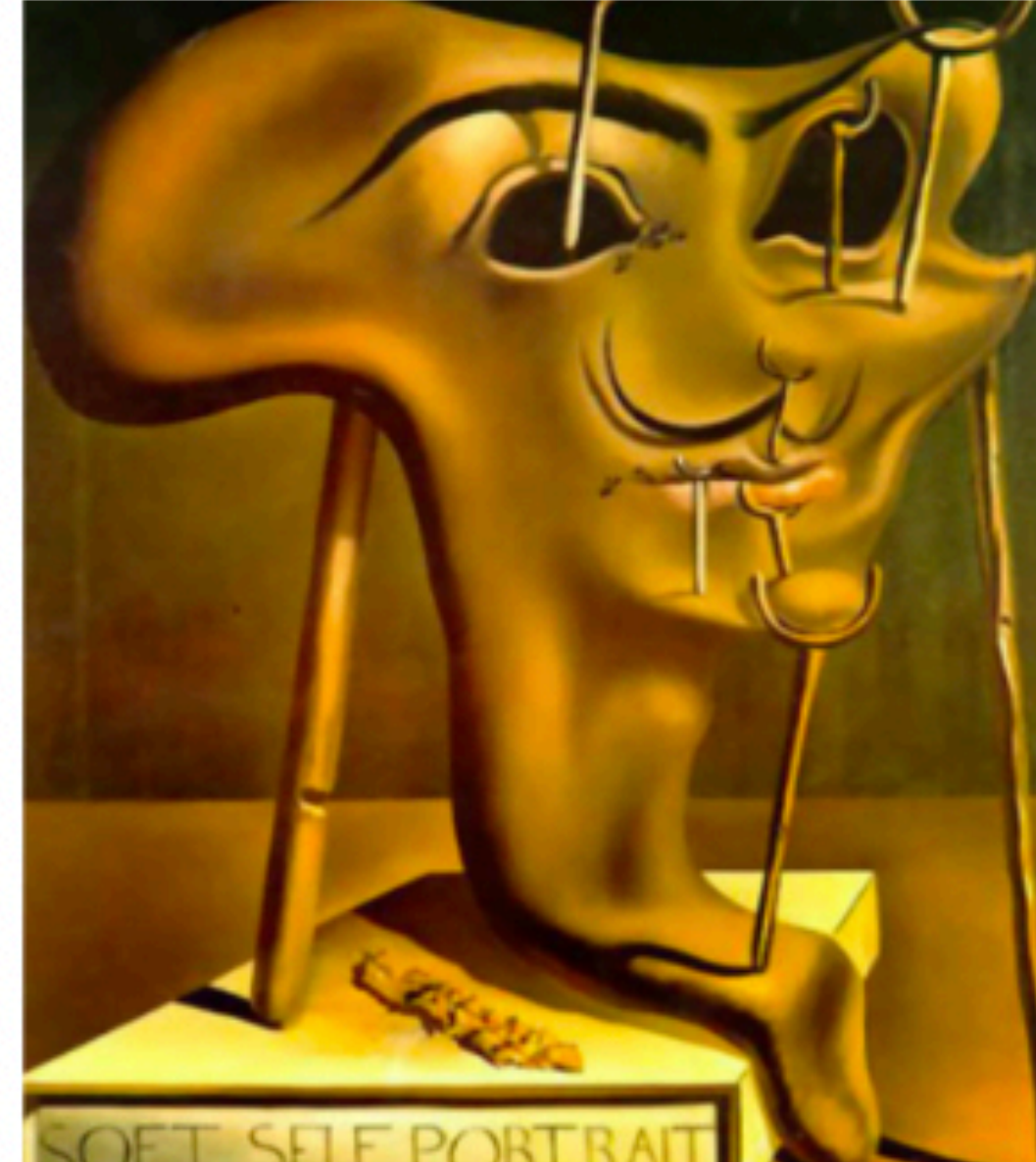
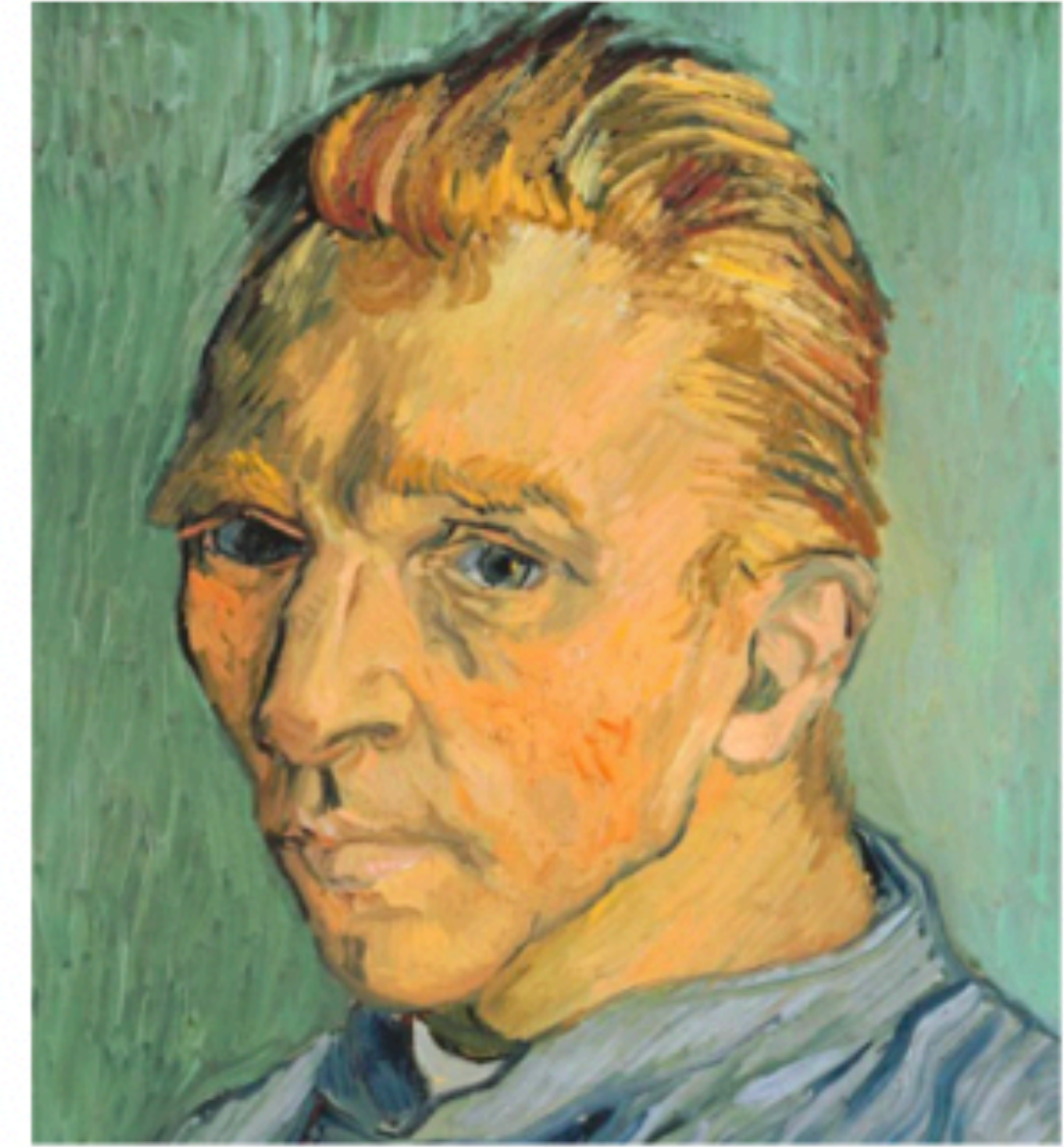
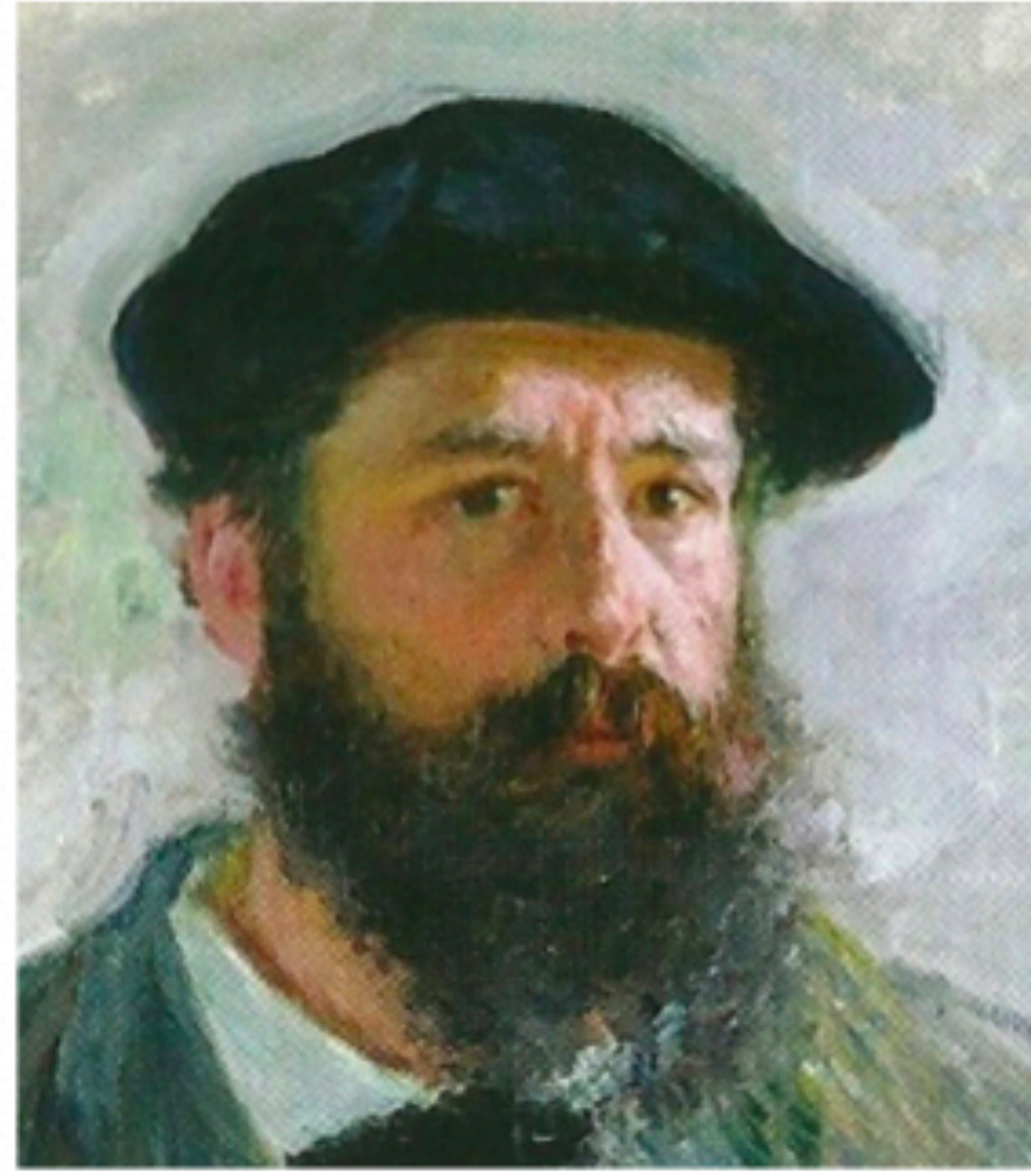


*Re - Create the Journey*

## *Re - Create the Journey*

- Breakout rooms
- Create a Masterpiece (No pressure)
  - You can draw it
  - You can sign in
  - You can act it
  - But you can fake it
- Sharing

*Self-portrait & Self-created-future*





# CREATE YOUR JOURNEY

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what you believe

What you learn and live

what you rethink

what you think

Why we know: because our  
brains change

○ **Commit yourself**