




Neuroaesthetics

Week 1



Beauty of whatever kind, in
its supreme development,
invariably excites the
sensitive soul to tears.

– Edgar Allan Poe



Rate Yourself

On a scale of 0-10, how present are you right now?

0-1-2-3-4-5-6-7-8-9-10

- 0 = completely checked out, not present
- 3 = mostly not present, many thoughts about the past or the future
- 5 = neutral, half here, half distracted
- 7 = mostly present, some thoughts about the past, future or distracted by thoughts
- 10 = completely present



What do you hope to get out of
this workshop?

Raise your Zoom hand or put your
answer in the chat.

Modern Creative Woman

- We are a fun, supportive learning community.
- We commit to creativity and creative thinking.
- We focus on our values, purpose, and aligned actions.
- We practice knowing ourselves more so we can make our relationships and the world a better place.

The Modern Creative Woman



Housekeeping

This book and classes are for education and inspiration.
This is not therapy and participating does not constitute a
therapeutic relationship.

Be kind, positive and respectful. Share solution-focused ideas about
what works for you. Everyone is welcome here.

Classes are recorded and will be on the membership page. Your
Zoom image does not appear there..if you talk, your voice/image will
appear on the video.

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The Modern Creative Woman



Modern Creative Woman Timeline

PRESENCE

PRESENT
MOMENT
AWARENESS

MINDSET

RELATIONSHIP
TO YOUR
THOUGHTS

PURPOSE

YOUR
UNIQUE
VALUES

WEEK
01

WEEK
02

WEEK
03

What is Neuroaesthetics? What is aesthetics?





Neuroaesthetics

- A field of science explaining the brain process of thoughts, experience, beauty, creating, and emotion.
- Neuroscience (study of the brain)
- Psychology (study of behavior & mental process)
- Aesthetics (study of personal taste, beauty, and the perception of art)



Aesthetics

- A branch of philosophy concerned with the study of beauty, taste, and the perception of art and other forms of sensory experience.
- Asks: What makes something beautiful to you?
- Asks: How do we form aesthetic judgments?
- Asks: What role do aesthetic experience plays in our lives?



Aesthetics

- Aesthetics is concerned with visual art, music, literature, film, theater, and other creative expression.
- Influenced by different philosophical traditions: the Greek notion of "beauty and goodness", the Enlightenment emphasis on reason and taste, and the postmodern challenge to traditional aesthetic values.



- All aesthetic judgment is really cultural evaluation.
- Rules of taste enforce structures of power.
 - Susan Sontag

Neuroaesthetics

The scientific study of the relationship between the brain and *aesthetic experiences* such as art, music, and literature.



Neuroaesthetics

Benefits anyone who engages with...

- Visual art (making art, social media, museums, online shopping, magazines, film, etc.)
- Music (radio, records, film, dancing, singing, live shows)
- Writing (literature, poetry).



Neuroaesthetics Relates to The Modern Creative Woman...

- Neuroaesthetics explores the why and how of art.
- Explores how experiencing art impacts us mentally and emotionally.
- Neuroaesthetics also points us in the direction of pausing to view and enjoy what is around us.



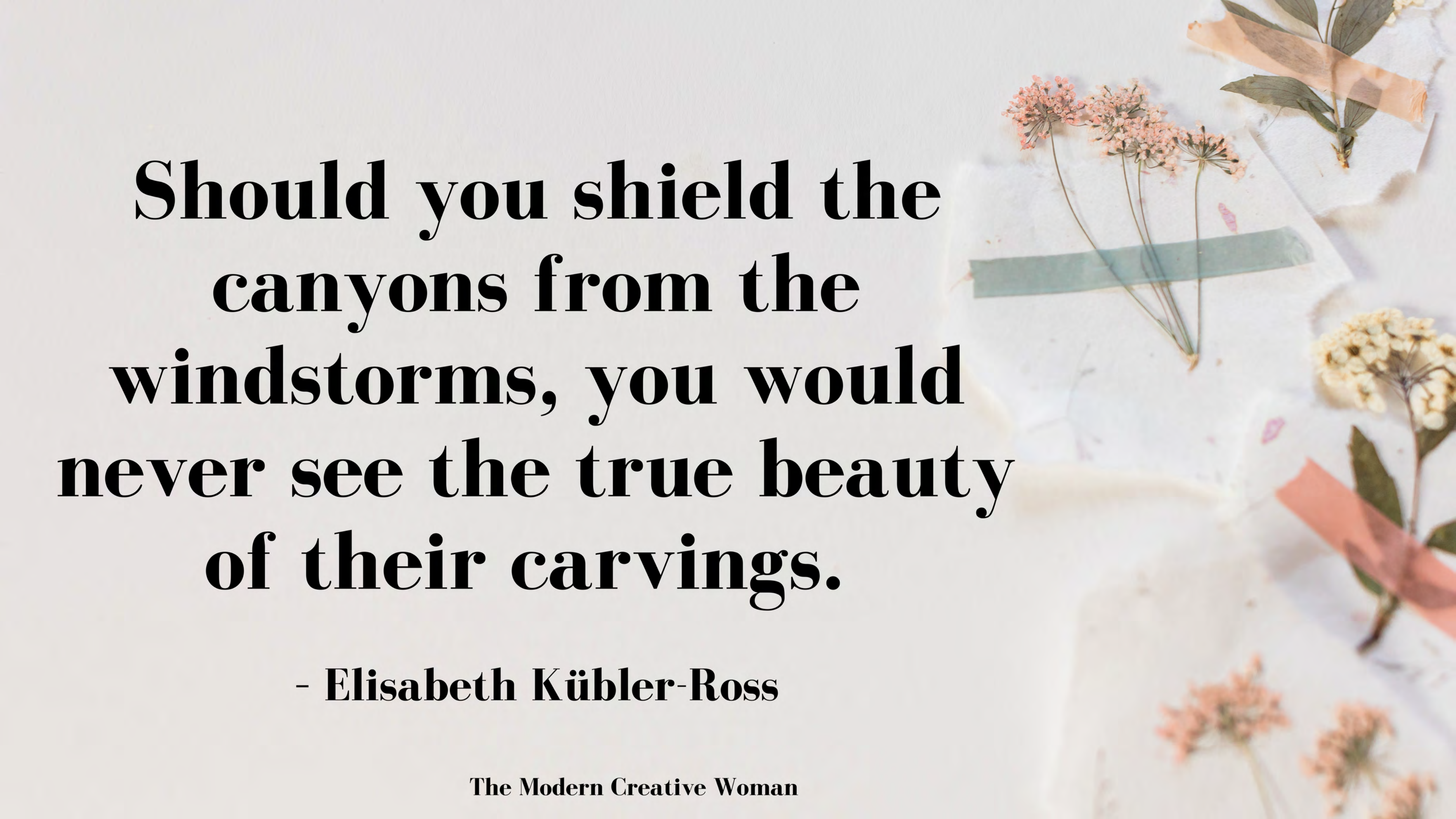
In Summary...

- Neuroaesthetics is a field of science explaining the brain process of thoughts, appreciating beauty, creating, and emotion.
- Integrates neuroscience, psychology, and aesthetics.
- Explores how cultural factors influence our aesthetic preferences.
- Addresses fundamental questions about human thought and consciousness.
- Informs and inspires artistic practice and education.



Presence



The background of the image is a soft-focus collage. It features several dried, pressed flowers in shades of pink, orange, and cream. Interspersed among the flowers are various pieces of torn, translucent paper in muted colors like sage green, terracotta, and cream. The overall aesthetic is delicate and artistic, suggesting a theme of creativity or nature.

**Should you shield the
canyons from the
windstorms, you would
never see the true beauty
of their carvings.**

- Elisabeth Kübler-Ross



Presence

- Ability to make contact with the present moment, separate from your thoughts and feelings about it.
- Observing what is happening outside of you as well as observing your thoughts and feelings in the present moment.
- An open, non judgmental stance.



Self as Context

- Higher self
- Mindful self
- Spirit
- Spiritual self
- Constant presence - the you who has seen everything
- Wise self
- Connection to nature
- Source



Thinking vs Observing Self

- Thinking self gets caught up in thoughts & emotions and identifies with them as if it was a true reflection of who we are.
- Observing self steps back from our thoughts and emotions and observes them without getting caught up in them.
- Developing the perspective of yourself as the context of your life (taking the perspective of the observing self) leads to greater self-awareness and resilience.



Lack of presence

(loss of contact with the present moment & our observing self)

- We ignore our desires, dreams, pleasures, and wishes.
- Become easily upset and identify with thoughts and problems.
- Telling ourselves we are confused about what to do. Avoid action.
- Miss out on aspects of relationships with self and others.
- Misunderstand feelings and thoughts, directions, context, purpose and social cues.



Behind every exquisite
thing that existed, there
was something tragic.

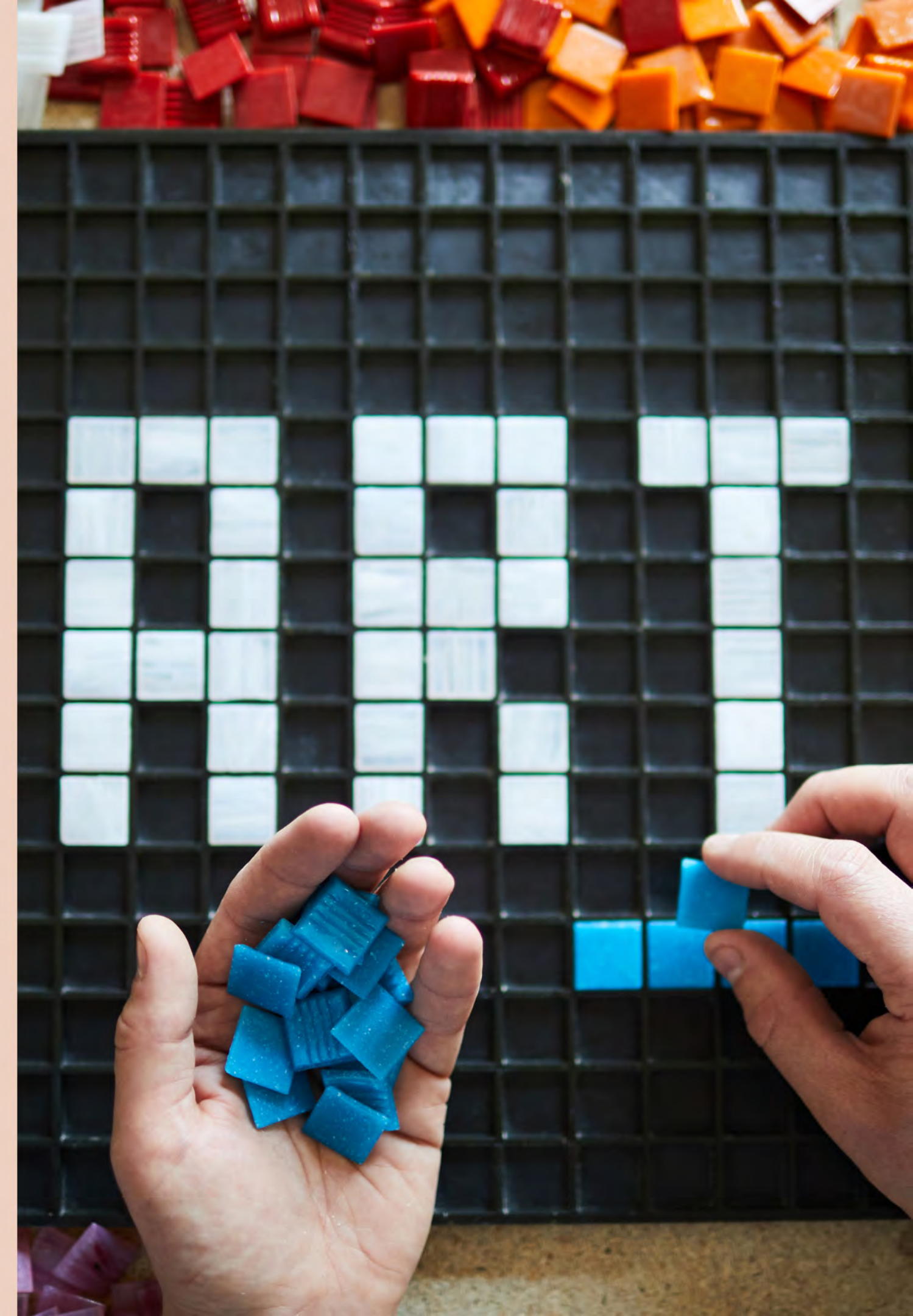
– Oscar Wilde

**What happens in
your brain when
you look at art?**



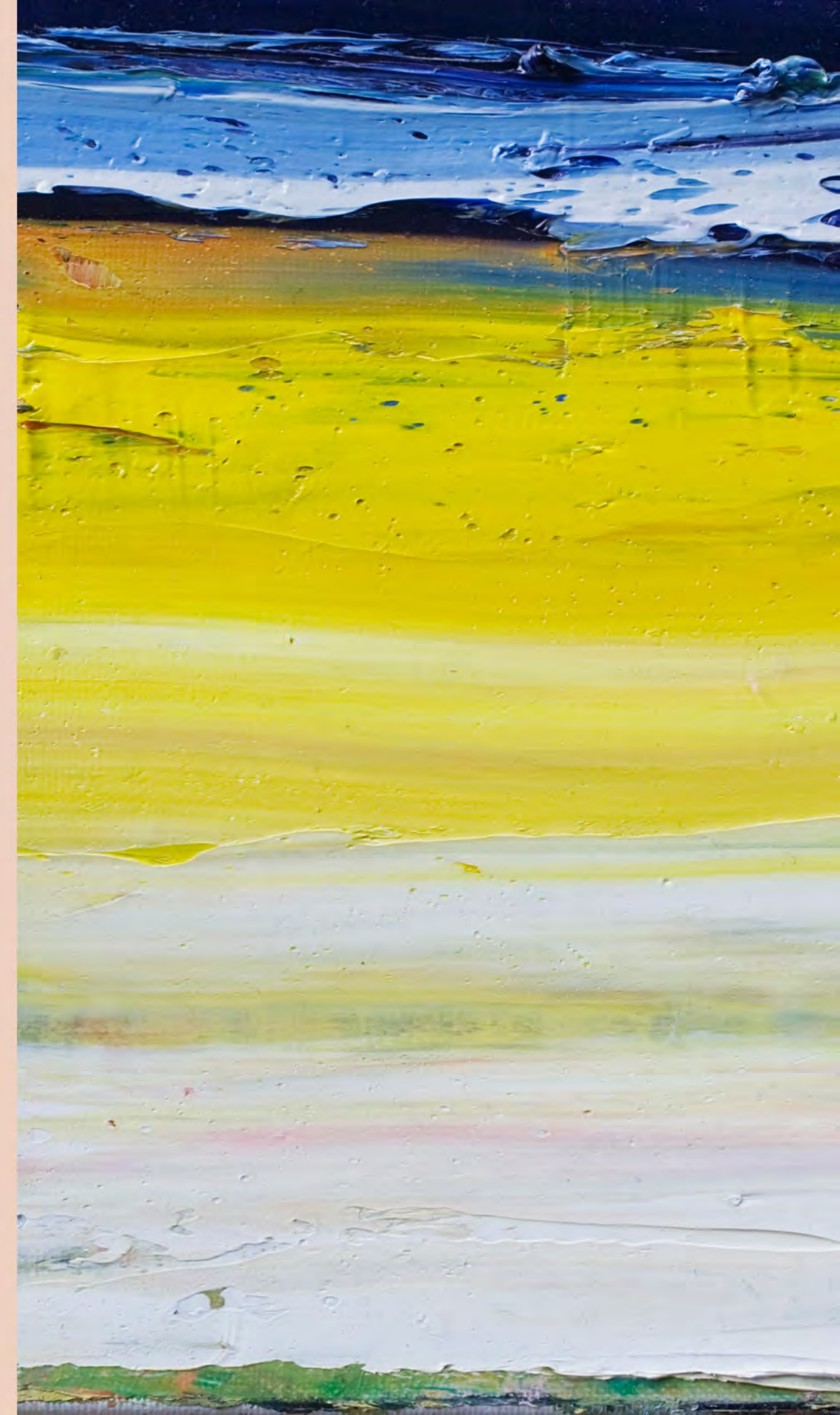
Looking at art
stimulates various
areas of the brain and
impacts how we think
and feel.

(cognitive and emotional processes)



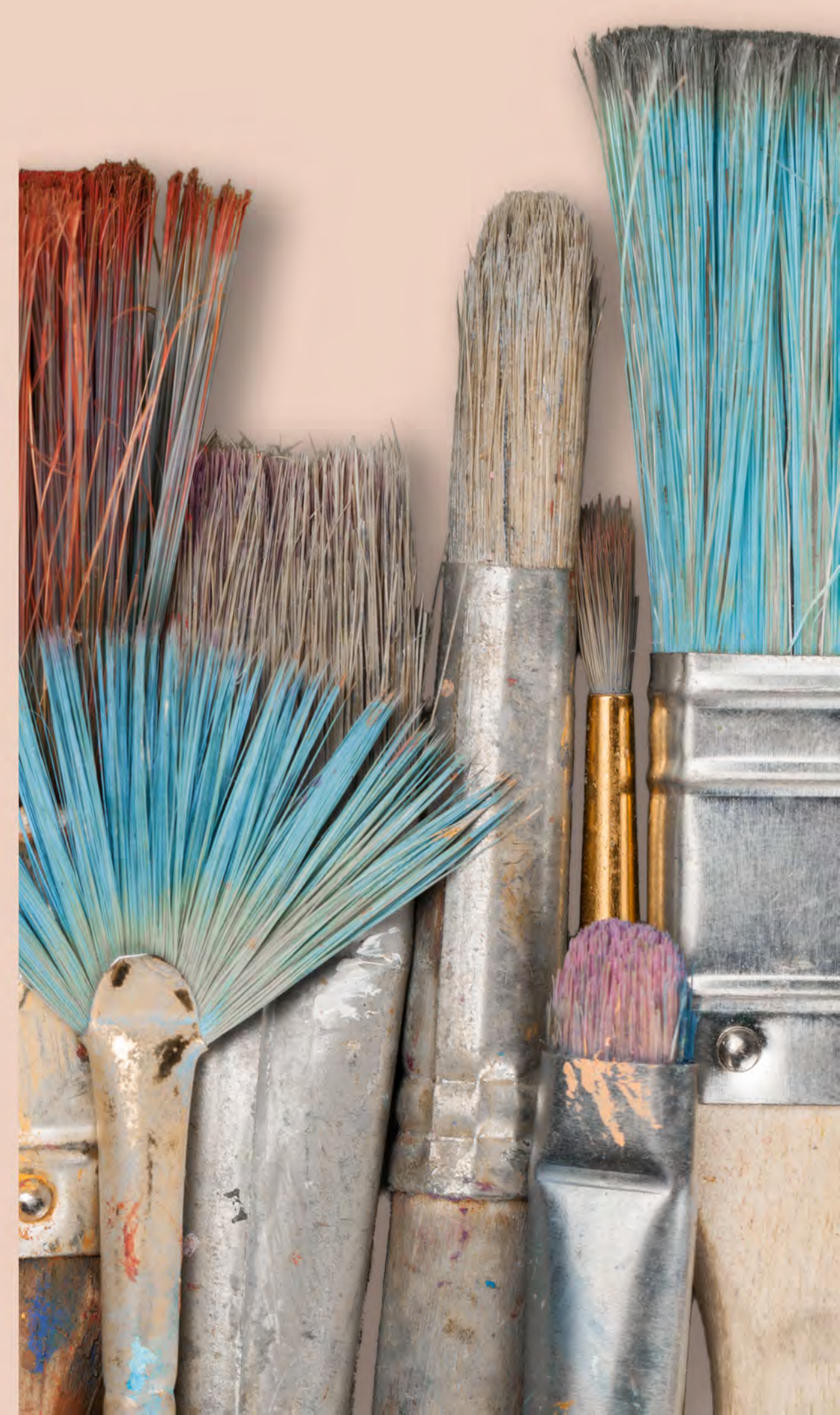
Visual processing: brain processes visual information in the artwork, including colors, shapes, and textures, and creates a visual representation of the artwork.

Attention and focus: brain's attentional networks are engaged as we focus on specific aspects of the artwork.



Emotions: Emotional responses are mediated by the amygdala (processing & regulating emotions).

Reward processing: Studies show looking at art can activate the brain's reward centers, including the ventral striatum and the orbitofrontal cortex. These regions are involved in processing pleasure and reward.



Memory: Art stimulates the brain's memory centers, including the hippocampus; triggers memories and associations.

Creativity: stimulates the brain's creative networks; inspire new ideas and perspectives.

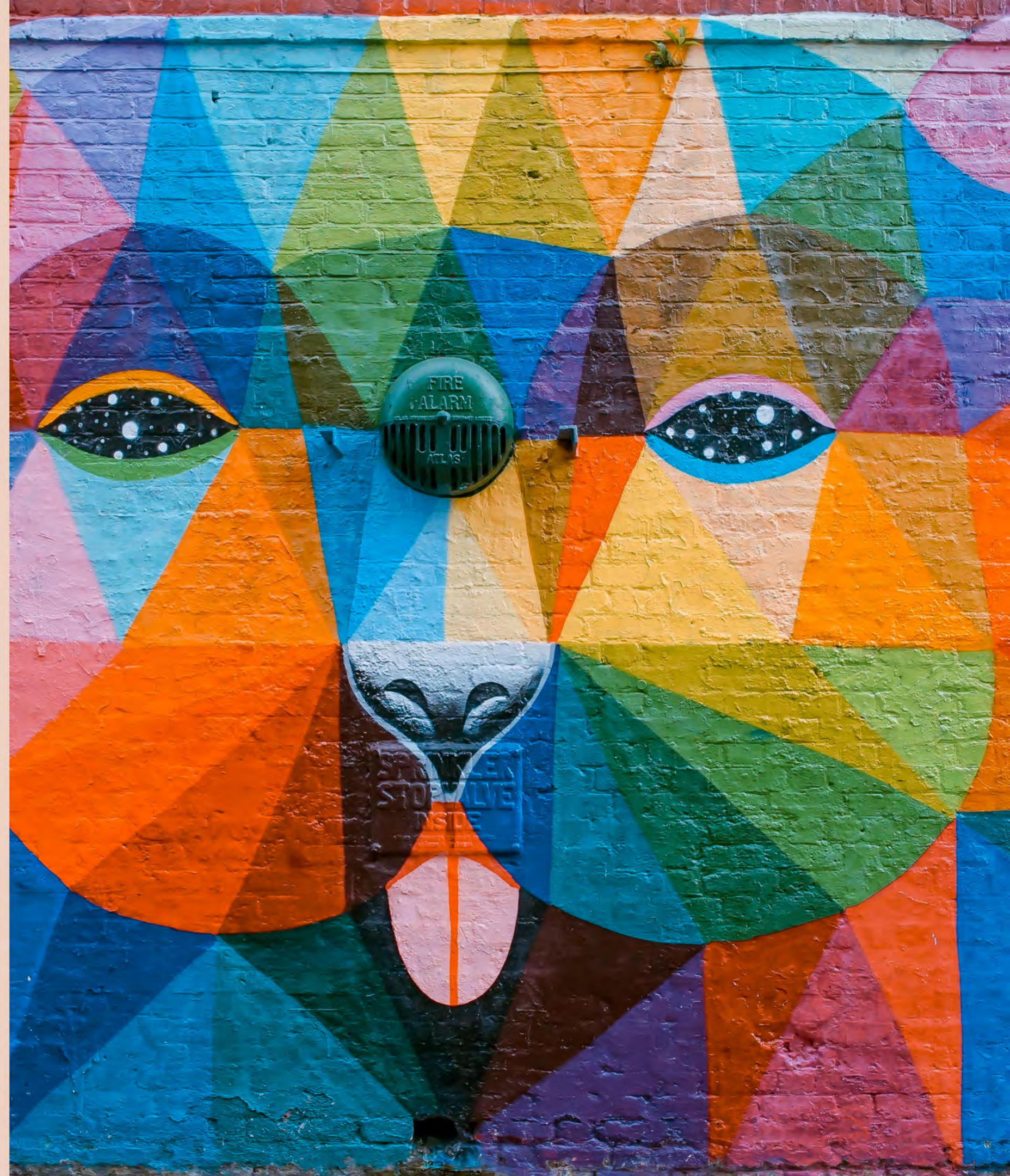


Art Exercise



Observing Exercise

- Look at art.
- Focus on whatever areas are pleasing, interesting or call your attention.
- Notice what thoughts and associations emerge.
- Notice feelings that emerge.
- Create response art.





















#KOBRA



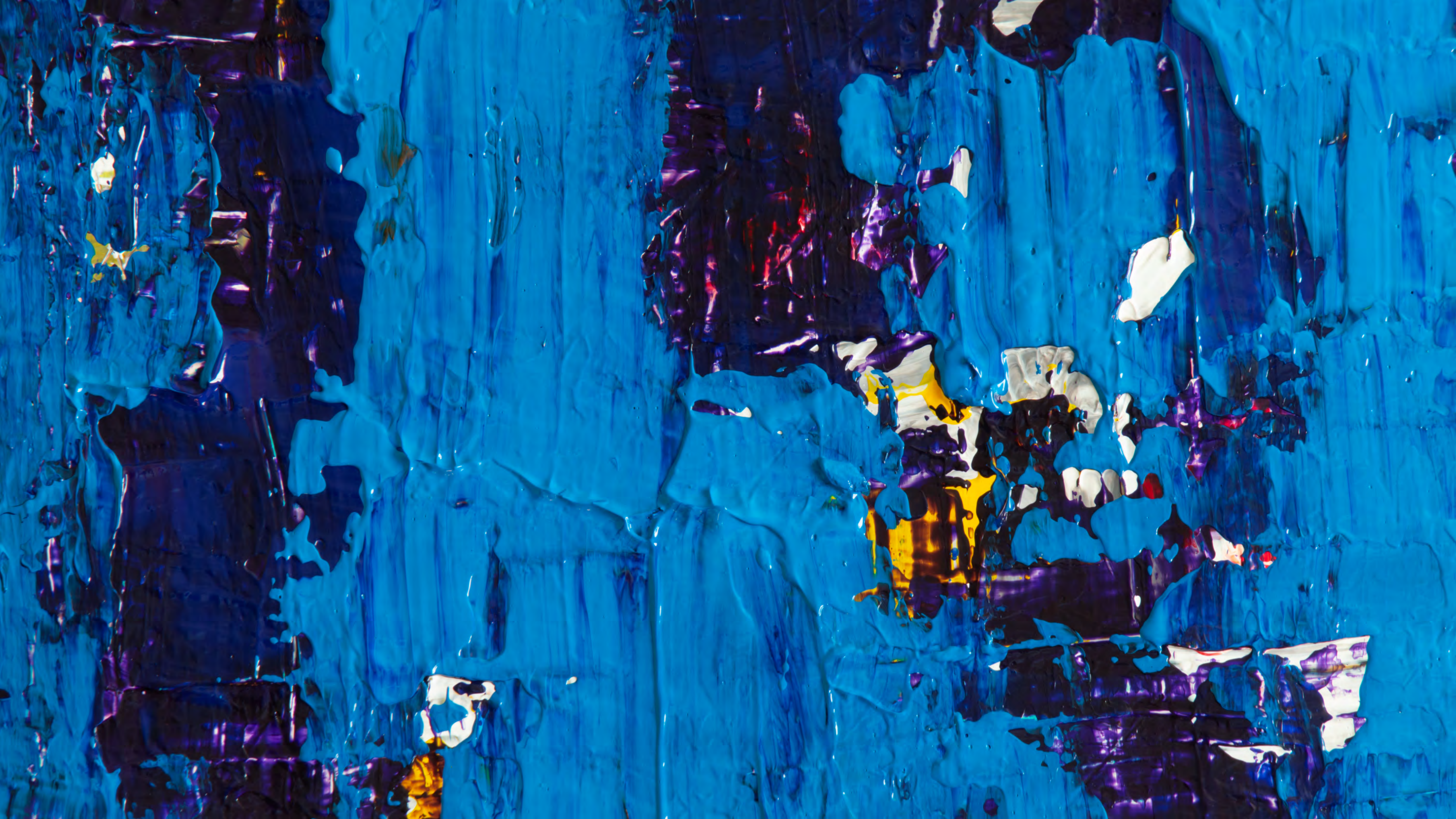


Powerful weapon
is the human
soul on fire.













Response Art

- Using whatever art supplies you have on hand, create a visual response to viewing the art.
- Use lines, shapes and colors.
- You can respond to: the art itself, a memory or association that emerged while you were viewing the art, a feeling that emerged while you were viewing the art.



What did you notice when you looked at the art
and made response art?
(feelings, memories, observations, sensations, etc).

Raise your Zoom hand or put your answer in the chat.

Your Reflections for the Week





Your Inspired Action

20 minutes a day will give you
more than enough time to
complete tasks this week.

1

Intentions

2

**First Things
First**

3

**Creative
Expression**

4

Reflection



Intentions

- What are your intentions for this workshop?
- Be specific about what questions you would like to answer for yourself.
- "How" questions are the best.



First Things First

- The first step to understanding what your brain likes aesthetically, is to go look at some things and see how you feel.
- Make contact with the present moment and look around you.
- Specifically look while noticing what is outside of you is distinctly different from your thoughts and feelings about it.



Creative Expression

- Using lines shapes and colors, depict what is looks like when you are fully present and in contact with the present moment.
- Enjoy the feel of the materials.
- Perhaps try oil pastels or crey pas.
- Avoid thinking too long about it and just be spontaneous.
- However you do it will be great!



Reflection

- Write freely.
- Reflect on what you have learned about your presence this week and how you are focusing on your environment and what you see, feel and taste.
- Avoid judging yourself for what you did or did not do this week.

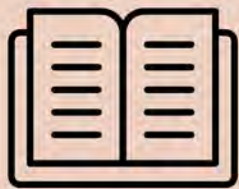


On a scale of 0 -10, how present are you
right now?

What are your "before" and "after" scores?

Put both numbers in the chat.

What To Do Next



Review

Review your orientation manual, workbook, and bonus material.



Make the commitment

Schedule 20 minutes a day & put in your planner.



Exercises

Read and complete Presence exercises.



Looking for More?

For supplemental inspiration about your values
and self kindness, find me each Friday at noon
PST on IG live @dramybackos

Packages and Coaching

www.arttherapycentersf.com



I think that's what art is:
art is communication
made in the hope that
interesting
miscommunications will
arise.

- Misha Glouberman



What will you remember about
today's class?

Put your answer in the chat
or raise your Zoom hand.



Thank
you!