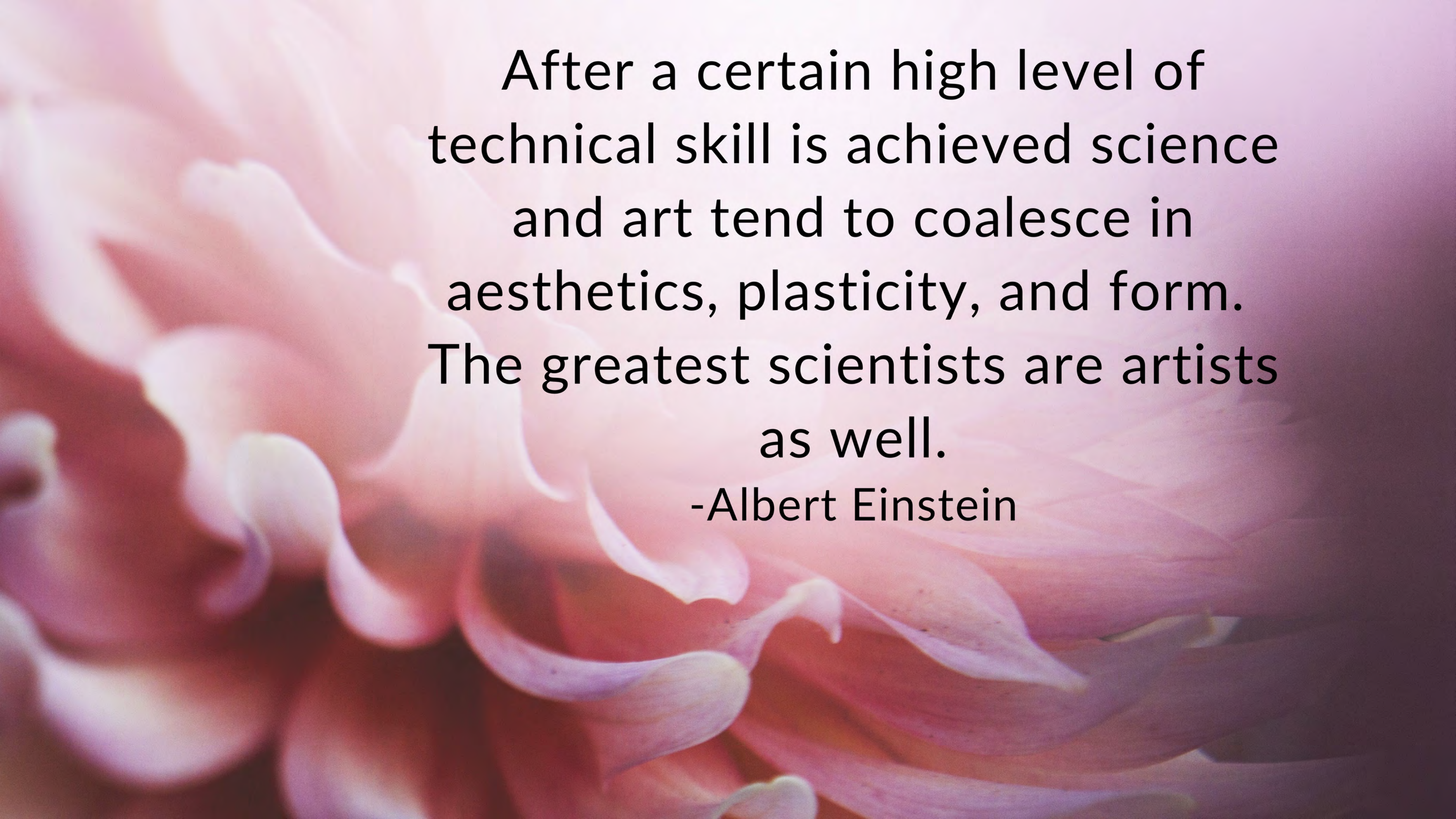




Neuroaesthetics

Week 3



After a certain high level of
technical skill is achieved science
and art tend to coalesce in
aesthetics, plasticity, and form.
The greatest scientists are artists
as well.

-Albert Einstein

An illustration on the left side of the slide shows the heads and shoulders of several people of various ethnicities and hair colors. The style is minimalist with flat colors and no facial features like eyes or noses. The people are arranged in a cluster, with some looking forward and others slightly to the side.

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 aesthetic moment did you
most enjoy this week?

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

Modern Creative Woman Timeline

PRESENCE

PRESENT
MOMENT
AWARENESS

MINDSET

RELATIONSHIP
TO YOUR
THOUGHTS

PURPOSE

YOUR
UNIQUE
VALUES

WEEK
01

WEEK
02

WEEK
03

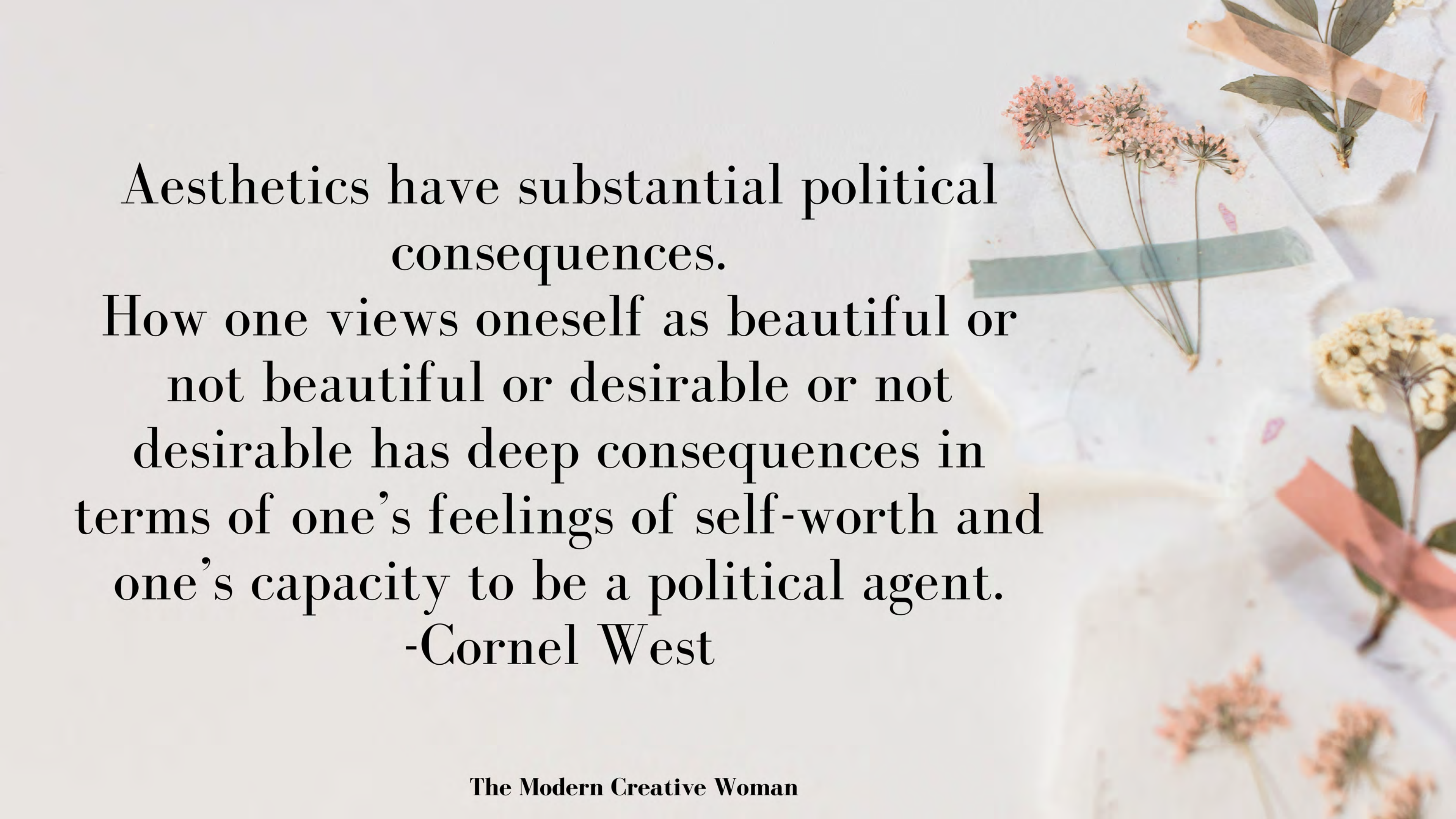
Neuroaesthetics

- Neuroaesthetics - the art and science of how we think about what we find pleasing to our senses and find beautiful.
- The Modern Creative Woman notices, in the moment, what is pleasing to the senses. She chooses for herself what is beautiful to her. She avoids comparisons to other's standards of beauty, enjoyment, and pleasure.
- Today we add aesthetic experiences as a tool to enhance our values.



Purpose



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

Aesthetics have substantial political
consequences.
How one views oneself as beautiful or
not beautiful or desirable or not
desirable has deep consequences in
terms of one's feelings of self-worth and
one's capacity to be a political agent.
-Cornel West



Your Purpose

- Your chosen presence and actions in the world.
- Your purpose is something you decide based on what you enjoy, have an interest in pursuing, and have an ability/aptitude for doing.



Purpose

- Personal Values
- Committed Action

Values

- What YOU find most important.
- Examples: beautiful home, appreciation of beauty and excellence, create delicious and beautiful meals, etc.
- Personally determined & unique to you.
- Unrelated to others or how you want to be treated.





Examples of Values

These are how YOU want to BE.

(NOT about what you want from others)

- Health: strong, age powerfully.
- Intimate partner relationship: honest, loyal, supportive.
- Education: life-long learner, open to new ideas.



Committed Actions

- How you show your values to yourself and the world.
- Action (not thoughts or beliefs) and behavior.
- Examples: for a beautiful home you would tidy up each day, carefully select what comes in, eliminate unnecessary things, etc.
- Can plan your committed actions AND look back over the day and see what you did in alignment with your values.
- Ask yourself, what did I do in line with my values today?

Value: Health

Strong & Age Powerfully

- How can I add aesthetics to my value of health?
- Clean and rearranged exercise equipment & tidied drawers with gym clothes.
- Take time to select workout clothes that match and make me feel good.
- Smile in the mirror during workout.
- Arrange food nicely on my plate & used "good" glasses.





Value: Intimate Partner

honest, loyal, supportive

- How can I add aesthetics to my value of my relationship?
- Clean sheets, lavender candle/defuser.
- Give a note or card.
- Have flowers in the house.
- Dress up for a date, plan aesthetic events (museum, concert, national park, etc.)

Value: Education

life-long learner, open to new ideas

How can I add aesthetics to my value of being a life long learner?

- Read books/watch shows about art, design, fashion, architecture, interiors, etc.
- Keep books and resources tidy. Eliminate what is unnecessary from the book shelves.
- Clean desk, enjoyable computer & phone screens.
- Attend educational events in luxurious settings, pay attention to the environment.

A photograph of a desk with a keyboard and a notebook. The notebook is open, showing a grid pattern. The text 'Learn Something New Everyday' is written in a cursive, handwritten style on the notebook. A white marker is visible in the bottom right corner of the notebook.

Learn
Something
New
Everyday

LIVING
OUR
VALUES
EVERYDAY

An open book is shown from a side-on perspective, with its pages fanned out in a semi-circle. The pages are a light cream color and appear slightly aged. The book is resting on a light-colored surface. The background is a solid, vibrant blue. The text 'Value Reflection Exercise' is overlaid on the right side of the image, with the instruction 'Choose one value domain.' below it.

Value Reflection Exercise

Choose one value domain.

Value Domains

health
intimate partner relationship
education
family / home
friendship
parenting
spirituality
work / career / vocation
community
creativity
service
personal development
hobbies / leisure time



Value Reflection

- 2-3 sentences describing one value domain.
- The value is your "why."
- Health example: "I want to be strong & healthy so I can ride bikes with my son & get on the ground and play with my future grandchildren. I want to feel energetic and vibrant so I can walk around the city, travel and be healthy into my 100's."
- Home example: "I want a warm and welcoming home so my son feels good to invite friends over, and where the family and friends can relax and enjoy each other."



**Brainstorm 7-9 ways you
could use neuroaesthetics to
support your value.**

Home Value: Warm, welcoming.

Tidy each day

New pillow covers

Declutter

Flowers / plants

Rearrange furniture

Use the "good" dishes

Music

Change the lighting

Fragrance

Make bed in morning

Do dishes each night





What is your value domain and your words to describe it?

What is one way you will add aesthetics to your value-based actions this week?

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

Mantras

- Aesthetics matter.
- I decide what is beautiful.
- The more I look, the more I see.



The aim of art is almost divine:
to bring to life again if it is
writing history,
to create if it is writing poetry.
-Victor Hugo



Imagining Aesthetics: Viewing Art



Five senses













Environments:
Using your five senses,
imagine each environment















Other Environments



































Imagining your Ideal Aesthetics:

Guided Imagery



Imagine an ideal space.
Focus on your senses and aesthetic experience.





How did you feel when you imagined your ideal
aesthetic place?

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

**Aesthetics is
your perception**

2

**Creativity
Brain
Game**

3

**Neuroaesthetics
Brain
Storm**

4

**Creative
Expression &
Reflection**



Aesthetics is your perception

Exercise

- Look around you and find something to focus on for an aesthetic experience.
- It could be art, a corner of your room, a window, a table, a pencil...anything will do.
- Set your timer for 2 minutes and just look.
- Write down what you see, describing the beauty and pleasure in it.
- There is no right or wrong. However you do it will be great.



Creativity Brain Game

- Set your timer for two minutes.
- The journal gives you a prompt (no peeking until you are ready to begin).
- In 2 minutes, write down as many creative answers as you can.
- Pause for a moment and see if you can think of two more.
- You can repeat this exercise making up different prompts.



Neuroaesthetic Brainstorm

- Remember, a brain storm contains no judgements.
- The first idea leads to the next, and so on, until you have a good idea.
- Judgements in the process will disrupt your flow and limit your ability to be successful.
- Brainstorms are good practice withholding judgement - very helpful if you find yourself judging yourself or others.
- This exercise expands your ideas for committed actions.

Creative Expression

- Using Pinterest or magazines, choose 1-3 images that reflect your new-found sense of aesthetics and pleasure.
- You do not need to have a verbal reason for choosing your images - use your intuition to find pictures that reflect what is pleasurable to you.
- Arrange artfully in your workbook or journal.
- Avoid thinking too long and just be spontaneous.
- However you do it will be great!



Reflection

- Reflect on what you have learned from this month about the importance of aesthetic experiences and knowing what appeals to you.
- Notice your thoughts, feelings and actions in alignment with the idea of neuroaesthetics.
- How did you feel paying such close attention to your personal neuroaesthetic experiences? Was it fun? Uncomfortable?
- 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.



Summary

- There is nothing superficial about neuroaesthetics. Our brains are wired for it!
- Aesthetics can be for pleasure - a great reason all by itself!
- And even more importantly, you can apply neuroaesthetics to increase your focus, commitment and enjoyment of your purpose, values and committed actions.

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.



Workbook

Read and complete this week's exercises.



Looking for More?

For supplemental inspiration about your values
and self kindness, let's meet each Friday at
noon PST on IG live @dramybackos

Packages and Coaching

www.arttherapycentersf.com



What will you remember about
today's class?

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



Thank
you!