



A VISUAL JOURNEY

HEALTH & ART

Concept Note
YW Events Team

YetenaWeg Network
Addis Ababa, Ethiopia






Health & Art

A visual journey

Introducing our "Health and Art Event" – a dynamic fusion of art, music, intriguing health conversations, and rejuvenating yoga sessions. Join us at our venue for an exceptional gathering that emphasizes the importance of well-being, mental health, and caregiving. Engage in thought-provoking discussions, receive complimentary health screenings by Yetena Weg volunteers, and immerse yourself in a captivating art show featuring local artists' art works, expressing their holistic understanding of health. Recharge your body and mind with invigorating yoga sessions, connect with your community, prioritize your well-being, and create lasting memories at this unique and inspiring event.



INTRODUCTION

Art and its impact on health and well-being can be observed throughout history and celebrated in renowned artworks. For instance, **Vincent van Gogh's** vibrant and expressive paintings, such as "**Starry Night**," are not only visually captivating but also convey his inner emotions and struggles, highlighting the therapeutic aspect of artistic expression.

In ancient Egypt, wall paintings within tombs depicted scenes of healing rituals, illustrating the belief in the connection between art, spirituality, and physical well-being. These historical artifacts serve as evidence of art's enduring association with health and its role in ancient cultures.

Furthermore, the **healing power of music** has been recognized for centuries. The compositions of classical composers like Mozart and Beethoven have been known to evoke various emotions and elicit positive physiological responses. Research has shown that listening to soothing melodies can reduce stress levels, lower blood pressure, and improve overall mental well-being.

The example of these famous artworks and historical evidence highlights the profound influence art has on our health and well-being. It demonstrates the **universality of art therapeutic qualities and its ability to transcend time, culture, and generations** in promoting holistic health.



The profound impact of art on holistic health takes center stage at our event. Through a captivating blend of different art works we aim to highlight the pivotal role of art in promoting well-being.

Let's delve into the various ways art contributes to health:

Emotional Expression: Art becomes a powerful outlet for exploring and communicating emotions, fostering emotional well-being, and providing a therapeutic release.

Stress Reduction and Relaxation: Immersing oneself in art alleviates stress, reduces anxiety, and induces a state of relaxation, promoting overall mental well-being.

Communication and Connection: Art transcends barriers, serving as a universal language that connects individuals, fosters a sense of belonging, and builds relationships.

Reflection and Self-Discovery: Art encourages self-reflection, offering valuable insights into one's emotions, thoughts, and experiences, supporting personal growth and self-discovery.

Therapeutic Benefits: Art therapy, a proven approach, aids in mental health challenges, trauma, and chronic illnesses, providing healing, self-expression, and personal transformation.

Enhancing Well-being: Engaging with art stimulates the senses, uplifts mood, inspires creativity, and enhances the overall quality of life.

During this special occasion, coinciding with the Ethiopian New Year celebrations, we aim to inspire and empower individuals to prioritize their health and embrace a holistic approach to well-being. Together, let us embark on a journey of self-discovery, creativity, and connection as we unlock the transformative potential of art in fostering a healthier and more fulfilling life.

OBJECTIVES

GENERAL OBJECTIVE

Our objective is to raise awareness about holistic health, including mental well-being, healing, and caregiving, through art. We aim to inspire attendees to prioritize their well-being and embrace a comprehensive perspective on health.

SPECIFIC OBJECTIVES



Showcase and display the intriguing, thought-provoking work of different local artists, depicting health in its diverse forms, inviting critique and raising questions.



Extend the reach of our event by running online displays and engaging the Ethiopian diaspora community in health awareness and charitable support.



Provide evidence-based health promotion and information by healthcare professionals, including free screenings for hypertension (HTN), diabetes, mental health, and nutrition.



Create a serene outdoor environment, featuring art activities for children, where families and friends can come together and enjoy quality time during the Ethiopian 13th month of Puagume.



Facilitate a participatory art activity for both children and adults, encouraging them to express and depict their own interpretation of health.



Collaborate with the Ethiopian Blood Bank to organize an on-site blood donation drive, contributing to the crucial need for blood supply in the community.



Raise funds for selected local charities

SETTING



Venue

Ethiopian Main Post Office parking lot – a spacious setting for attendees to freely explore the exhibition.



Dates

Weekend of Puagume 4 & 5, 2015 (September 9 & 10, 2023) – coinciding with Ethiopian New Year.



Mood

Serene and engaging atmosphere. Soft music and comfortable space for attendees to immerse themselves in the Health and Art event.

Yetena Weg in collaboration with Roha Medical Campus, Ministry of Health & Ethiopian Postal Service

EXPECTED OUTCOMES

- Educate and raise awareness about holistic health, emphasizing mental well-being, healing, and caregiving. Inspire individuals to improve their overall well-being through the event of thought-provoking artworks
- Provide health screenings and education to empower attendees in maintaining and enhancing their well-being. Highlight the significance of art as a means of expression, emotional processing, and personal growth.
- Raise funds for selected local charities.
- Conduct a blood donation drive to save lives and promote the culture of blood donations.

Through these outcomes, our event strives to create a transformative experience that celebrates the connection between art and well-being, while making a positive impact on individuals and the community.



THANK YOU, AND WE LOOK FORWARD TO WORKING WITH YOU.
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