



THE
Many
BENEFITS OF ART



RIVKY'S
ART[™]
WORKSHOP

Dear Budding Artist,

I am so happy that you want to learn more about the benefits of art. I've been an artist for as long as I can remember and, aside from my husband and six beautiful children, nothing gives me more pleasure than sharing the gift of art with others.

You see, art is so much more than sketching, shading, and painting. It's a way of connecting with the world, communicating with others, and discovering yourself. So many of our students are amazed when they discover abilities that they never knew they possessed. As they develop their drawing and painting abilities, they realize that art is spilling over into all areas of their life.

They begin seeing the world with the eye of an artist – seeing shapes, shadows, colors and reflections that they've never noticed before. They also realize that their confidence and self esteem increases and they're able to focus more completely on projects, to solve problems more quickly and simply.

This booklet, *The Many Benefits Of Art*, is just a taste of what's ahead. I invite you to enjoy these and other benefits of art for yourself at The Art Workshop. Our licensed centers use my exclusive teaching process, The Rivky Method™ so students quickly progress through their art lessons and easily build basic skills for success.

We specialize in helping our students break through any limiting thoughts and hesitations that 'freeze' the artistic process.

“ All I can say is “Wow!” I met Rivky on a trip this past May, and Rivky demonstrated her famous “Rivky Method”. In under two hours of instruction, I created a pastel drawing that was as good as – if not better than - the drawings my work-study student showed me after her first full semester in a college art class! Two hours of the Rivky Method and was as good as a sixteen week semester in college!

Leah Powell,
Albuquerque, New Mexico

This allows them to create freely and expressively, and their confidence and abilities grow with each class they attend.

Please join us at The Art Workshop. Each semester lasts eight weeks, and to make sure you never have to wait too long to get started, new classes form every four weeks. Because we want every student to love their art class, here's our promise to you – if you don't love the first class, it's free! That's right. If, after your first lesson, you don't think The Art Workshop is right for you, simply return your portfolio and art supplies at the end of the lesson and we'll happily issue a full refund – no questions asked. We'll even say "Thanks for giving us a try."

Our next eight-week semester begins _____, and if you bring this letter in and register before _____ we'll mat and prepare each completed project during the semester for free.

We hope to see you soon,



Rivky Shimon, Founder
Rivky's Art Workshop™

P.S. I do hope you'll try our art classes, with our "Love The First Class Or It's Free" guarantee, you have nothing to lose and everything to gain!

P.P.S. If you register by _____ you can easily show off your work to friends and family because you'll receive free matting for each project you complete during the semester.

Introduction

There are so many benefits to learning art. Even educators are starting to discuss and acknowledge the many benefits art courses have to offer. But adults as well as children can gain from these life-giving advantages.

It's never too late to start appreciating art. An appreciation for art can begin as a hobby and really change your life. You can never tell how great of an impact art will have on you.

One day you know nothing about art and another day someone is inviting you to display your work. That can do great things for your confidence in your abilities. It can make you want to do more for yourself.

But, you don't have to have your work put on display to gain from the many benefits. Art gives you a greater sense of fulfillment, more satisfaction in life. There are so many to list, but here are only a few of the many great benefits art can have on your life.

1

Allow For Creativity

Working with different ideas and jump starting your imagination, your creative juices really start to flow. Another part of your brain is starting to stir. The images you will see and the thoughts that you will have will help you gain a greater perspective on the world around you.

When you learn how to draw, you are learning the building blocks

that drive other arts. You learn how lines, angles and curves work together to create images. You start to see the relationships different objects have to one another.

With an increasingly heightened perspective, you begin to really look at the world differently. Your mind races with new ideas and innovative thoughts. Then, you are thinking in terms you never knew imaginable.

It doesn't happen overnight, but the process begins. It develops naturally until your creative imagination is working even in your sleep. You're thinking with the other side of your brain – the creative one.

2 Increase Productivity

Art allows for your brain to take an escape from life and the stresses of this world. It's like getting some well-needed exercise for the creative side of your brain. This is actually the rest and relaxation you need.

When you rest your body, it becomes better equipped to handle more stress. The mind works the same way. In fact, when it has been well-rested it is ready to expand.

Your thoughts take on another dimension and your mind actually starts producing better, more logical thoughts than you were able to muster when your brain was exhausted. You'll be able to take on more stress. And it helps you think in other ways.

The left-side of your brain takes a vacation from work while the right-side of your brain becomes active. It is often in the right-side of our

brains where we can find new ways of looking at old things. First we learn how to fly, and then one day we land on the moon.

It is in that imaginative side of our brain where we see things that aren't yet. In our creative side of our brain we teach ourselves how it can be done. It is then when we are at our most productive.

3 Build Self-Esteem

Looking at a canvas and your mind might start out as blank as that canvas. You get a glimpse of an idea. It starts to take greater form the more you focus on it.

As you begin your work, you see the image developing. Where once a blank canvas stood beckoning to you, now stands art taking form. It is quite a feeling to experience the transformation.

Once you finish your work and stand back to take a better look, the feeling of accomplishment overwhelms you. It is your work. No one else did that, you did.

Once you have become pretty good at art, people will make comments. It will make you feel good about yourself and build your self-esteem. But even if not, you will feel it for yourself that you have accomplished something great.

4 Increase Self-Awareness

Art is a reflection of you and your thoughts. It reveals something about how you see the world. If it is dark, you are dark. If it is beautiful, you feel beautiful inside.

When you paint nature scenes, your art enthusiasts will view you as someone who has an interest in nature. If you draw faces, it tells of your interest in people. Abstracts also reveal how your mind works.

When you start to reflect on your own art, you start to learn more about yourself. Sometimes, people have no clue until they express themselves through art. You start to piece together a complex network of thoughts that reveal so much about yourself.

When you have recorded all those thoughts through your art, you can begin to see the overall picture of what is going on inside your mind. Life or your life at least, becomes more understandable. You become more aware of who you are and what you are about.

5 Increase Cultural Awareness

The art of a community tells a great deal about that community, just as the art of a person tells a great deal about them. By learning art, we learn more about the world around us.

Visiting London, England, you might be drawn to an art tour, an art debate or a private viewing of the contemporary art of Frank Cohen or

a collection of Rembrandt's work. Being considered by many as the art capital of the world, London shouldn't surprise you at all when it treats you to such a wide variety of art events. Art enthusiasts alike understand that much about London.

But, your own culture should be able to tell you something more about itself as well. A town built on the back of the railroad might appreciate artwork with trains as the subject. A very rural community might be more into rural settings like the barn in the middle of the field or the Huckleberry Finnish picturesque scene of a covered bridge with two bare-footed youths fishing.

Learning art makes you aware of yourself, but so much more than that. It helps you become more aware of your town, your country and everywhere else. With that kind of cultural awareness, you will get along better in this world.

6 Develop Social Skills

As a way of expression, art stands as one of the greatest devices to develop a person's social skills. Learning to be creative, a person becomes more aware of what is going on inside of their own mind. Becoming more verbal or at least more expressive is one step toward a sense of belonging.

As you learn more about yourself, you feel a greater and greater need to communicate what is going on inside of you. As more of your thoughts and concerns are confirmed, the stronger your sense of belonging gets. Art helps you communicate your thoughts and concerns until you develop other forms of communication.

But, art doesn't only help us relate with other people of similar interests. It helps resolve confusions with people who hold conflicting values. People who live worlds apart can learn to come together through the appreciation of art.

As the right side of the brain becomes more alive, thinking starts to involve an understanding of diversity. With your own share of diverse thoughts entering your mind, you begin to comprehend the large variety of lifestyles, cultures, and beliefs. Art can really bring a world together.

7 Develop Problem-Solving Skills

As you learn art, you meet with various conflicts. How to draw a certain portrait or how to create a certain hue are just a few of the problems you might face. But, having developed a passion for art gives you a drive to solve these problems.

You throw away a few hundred drawings until you learn just the right technique. You go through shade after shade until the hue is just right. Working through your problems with art gives you a greater sense for how to solve other problems in life.

Problem-solving skills don't really come easy for anyone. It's the art of asking questions and finding answers. There are people who never learn any technique to solving the problems they face.

But, art is a vehicle that helps people to learn. It advances your mind to that level where problems are no longer just problems, but opportunities.

8 Develop Responsibility

As your passion for art grows, so does your sense of responsibility. Your mind is expanding to embrace more right-brained thinking, more of the world as a whole. With that comes a greater understanding for your place in it and how you can contribute.

So many artists get to this stage in life and try to find ways to give back to their community. Dancers might open dance studios while singers might foster other singers. All artists eventually feel the need to give back so that they can nurture their art in others.

Whether it's taking one other person under their wing or giving back to many, all artists develop that sense of responsibility. But on a lesser scale, taking on a project brings with it a need for initiative. It's essential to act on your own vision and to see it through.

It starts with a vision. Then a plan of attack forms. Following through to a finished product is the ultimate illustration of responsibility.

9 Boost Fulfillment

Art is the production of a work you totally took the initiative to accomplish yourself. Unless you are in a college course or reading a book about art that has exercises in it, your ideas are entirely from you. Nothing is more fulfilling than taking an idea and making it a reality.

Not only can accomplishment give you a sense of satisfaction, but also does exploring a purpose. For many artists, their art becomes a spiritual journey. The search for the meaning of life is what many of them would call it.

Knowing that you are heading in a positive direction and taking a more meaningful observation of the world around you gives yourself a sense of peace. It's in the exploration itself that you are granted true fulfillment. Many artists passionately take the journey because it makes their life seem more complete even though they feel the closer they get, the further they feel away from it.

10 Improve Self-Expression

On a higher level than learning how to express yourself is getting your message across. You may not have a life-changing message to give to the world. But, what you are trying to say must be expressed clearly to others.

Art is never meant to be illusive even though it might offer the enthusiast a challenge. Artists are trying to reveal a part of themselves through their art. This means they want to be able to expressive themselves in terms others can understand.

Working through your art, you teach others how you communicate. Rather than merely learning how to communicate, teaching others is a higher level skill that the professional artists enjoy. Art allows for such growth.

That level of self-expression is quite high, but art makes it easy to

achieve. Once you've worked through exploring your creativity and finding your sense of expression, your mastery starts to take form. This is when you start to change your role as the learner into more of a guide.

11 Advance Learning Ability

Beyond the ability to learn more about yourself, the world around you and solutions for the problems we face, you learn a higher level of thinking. When you actually begin to go inside yourself and discover the source of your thoughts, the reasoning for your views, you become more aware of yourself than you ever have been. Art helps you discover this about yourself.

Your creative imagination turns into a vehicle for self-reflection where you not only become more aware of yourself, but the deeper you. You start to look into your work and see it for its meaning to you, how it fits with all your thoughts, how it fits with all your other work. That's a level of cognition not many people reach.

Not only are you thinking about how you think and what you are thinking, but you are finding ways of expressing this more meaningful you. Making a portrait of a portrait of yourself, you give the world a view that only artists dare to reveal. Learning how to teach yourself to learn, you take quantum leaps every time you observe something new in the world around you.

12 Increase Ability to Judge Art

You appreciate art on every level. You wouldn't dare put an amateur's work down any more than you would put yourself down when you compare yourself to other masters in your art. You have come full circle.

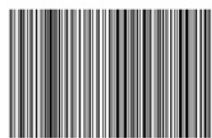
Your critique is real. It is based on a perspective that has seen many levels of your art and found something to appreciate in them all. You are inspired by the amateur's artistic potential they demonstrate in their technique.

When you compare yourself to the greats, you look at it realistically as well. But, you look at it to learn, to see art through their eyes and discover the expression that lies within. You are a real student of your own art. You have also mastered many levels and you know that as well.

Art has many great benefits and they take you through levels of understanding many people can't even comprehend. Learning your art and truly appreciating it is where that level of comprehension remains. But, the journey there is a beautiful one.



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