

BRAINSTORM Creative Exhibition

**Mental Health Art
& Film Festival 2012**

5 October / ~~31 October~~ **Extended to Mid December**

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TollCross
Community Education Center
Mon-Fri, 8,30am-9pm
Sat, 10am-4pm
Sun, 9am-2pm

Organized by:



**SCOTTISH
MENTAL
HEALTH
ARTS & FILM
FESTIVAL**

Partner:





WELCOME

'Brainstorm' is a Mental Health Posters exhibition conceived as a part of the cultural initiatives that CQTC Branding Talent and the Spanish consulate in Edinburgh are developing in Scotland.

Now in its sixth year, the Scottish Mental Health Arts and Film Festival is one of Scotland's most diverse cultural events, covering everything from music, film and visual art to theatre, dance, and literature. The annual festival takes place in venues across Scotland throughout October, aiming to support the arts and challenge preconceived ideas about mental health.

Graphic designers and artists from different fields and nationalities collaborate to raise awareness and understanding of concepts of mental health and distress, to grasp and recognise the causes 'signs and symptoms', and create a dialogue within the international creative community and beyond.

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OUR TEAM

Concept: **CQTC Branding Talent**

Production manager: **Leticia Romeo**

Events coordinator: **Damian Pinardi**

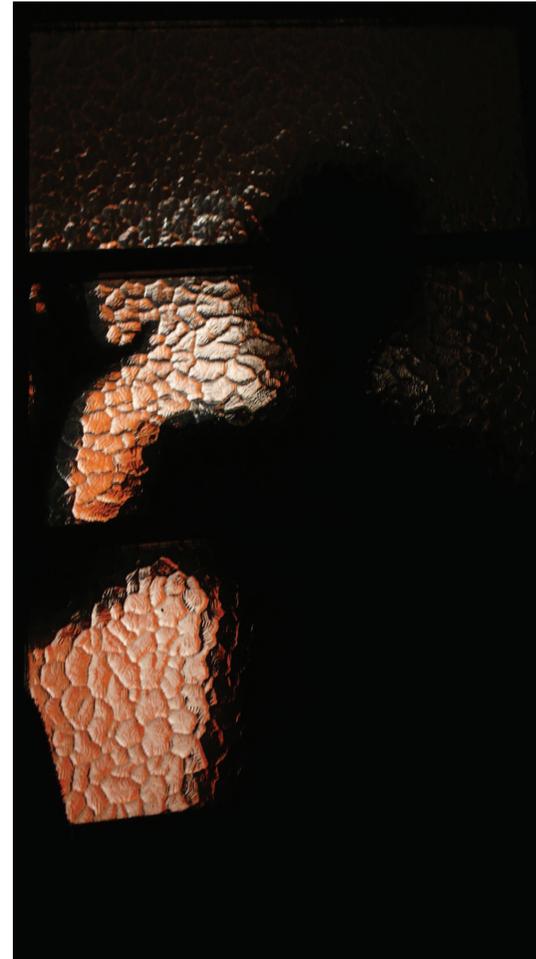
Events assistant: **Sandra Franco**

Press & media: **Leticia Romeo**

Poster & brochure design: **Vamos** (web@vamosestudio.com)

Special thanks to **Candela Palencia** for being always singing...

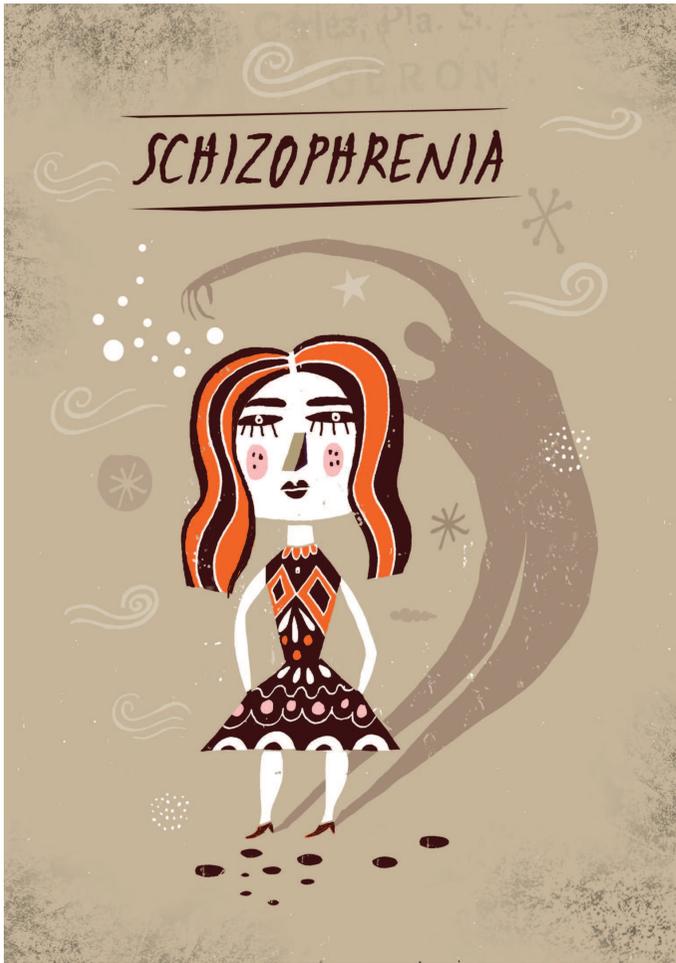
WORKS



▶ Agoraphobia

Águeda Peña 36/4 Ferry Road Avenue, agatharebo@hotmail.com
+44 743 536 7036 EH4 4AZ, Edinburgh. Scotland agatharebo.wix.com/aguedapenha

Born in 1985 in Galicia, Águeda Peña is an artist recently graduated in Advertising and Public Relations and with previous training in Audiovisual Production and Photography. She lived in Brazil and Portugal, finished the last years of her degree and present some exhibitions in the institutions close to the university. Her work is not limited to one area, combining photography, design and video, refined her own visual and conceptual work that emerged through her background.



Schizophrenia

Arantxa Recio Parra (Harsa)
+34 660 746 071
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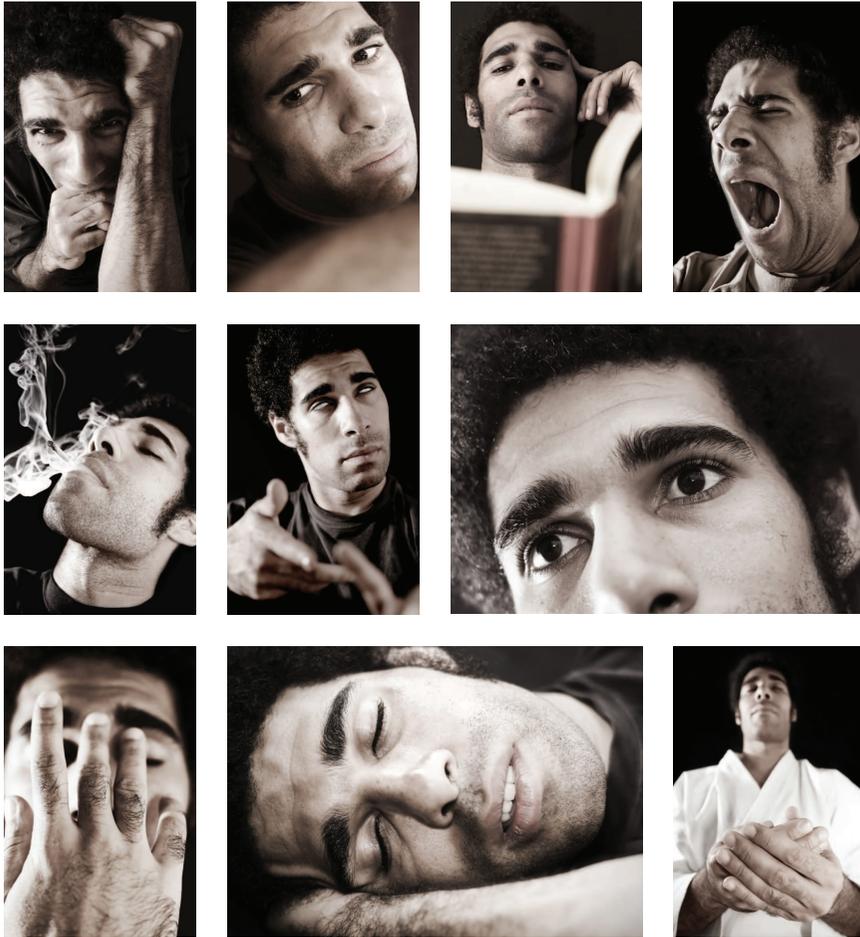
Illustrator, painter and graphic designer. Arantxa started working in the world of graphic design and advertising in Florence, then continued her career in Zaragoza, where she lives. She is currently working as a freelancer for magazines, publishers and advertising agencies. Her work is very versatile and it is not governed by a specific medium; she has collaborated with various fanzines, has made designs for the streetwear clothing brand "Symbiosis" and has taken part in many festivals and art exhibitions. Her work has been seen in Spain and beyond its borders. It has been published in Spain, Mexico and Argentina and also exhibited in Italy and Austria. Arantxa has recently been included in the directory of contemporary illustration: "PICNIC" (Published by Promopress 2011).



Alzheimer

Laura Cazo laura.cazo.m@gmail.com Anselmo Pie Sopena 3, 5ªA
+34 617192143 www.lauracazo.com 22005 Huesca. Spain

Laura Cazo (Huesca, 1986) with a background in fine arts and graphic design, currently works as a freelance graphic designer, alternating her professional life with various creative projects. Her works have been part of several exhibitions in Barcelona, Zaragoza and Huesca; and her designs, most of them posters, have won several awards in Huesca and Zaragoza.



▶ **ira (34 ciclos segundo), tristeza (30 ciclos segundo), actividades cotidianas (20 ciclos segundo), bostezando (10 ciclos segundo), sustancias psicoactivas (8 ciclos segundo), inspiración musical (5 ciclos segundo), limpieza mental (4 ciclos segundo), inspiración yóguica (3 ciclos segundo), sueño profundo (2 ciclo segundo), meditación avanzada (1 ciclos segundo)**

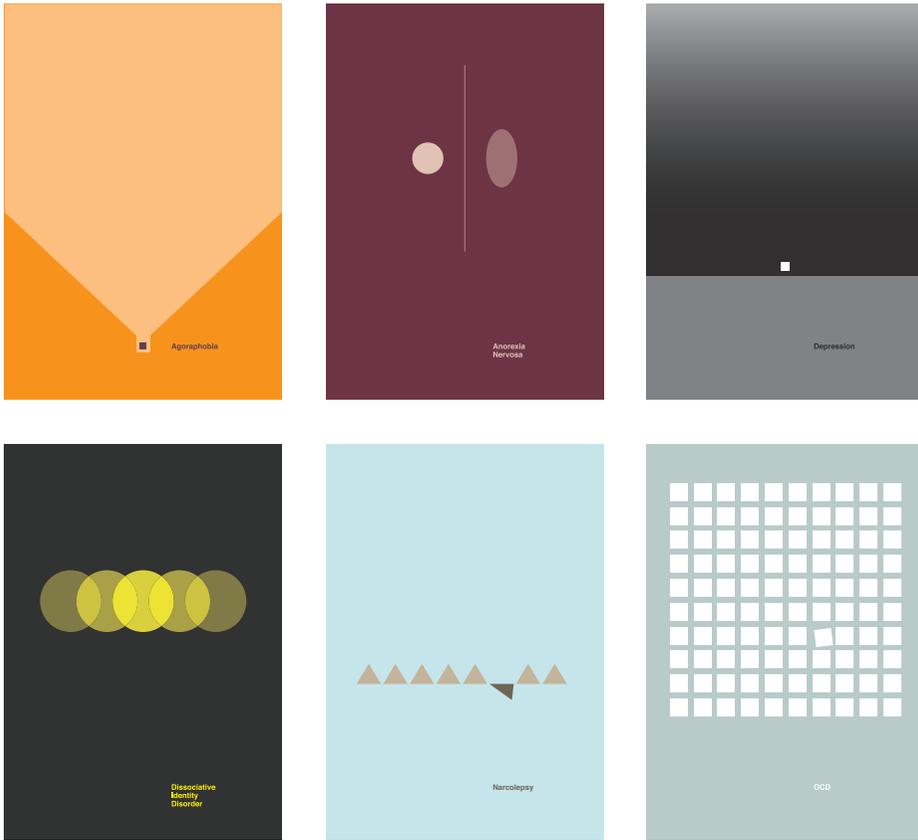
Juan de la Jota info@juandelajota.com
+034 675175489 www.juandelajota.com

Freelance photographer specialized in artistic photography, fashion, music and dramatic arts. He is also a teacher who performs his labor in the fields of the classical and digital photography and post-production. Official photographer for the American company of Airbnb. Frequent collaborator in stock enterprises such as: Getty images, Istock, Shutterstock, etc.

▶ **Health anxiety disorder**

Molly Rose Wilson 1F1 4 Gillespie Crescent www.mollyrosewilson.com
07807 689 418 Bruntisfield. EH10 4HT

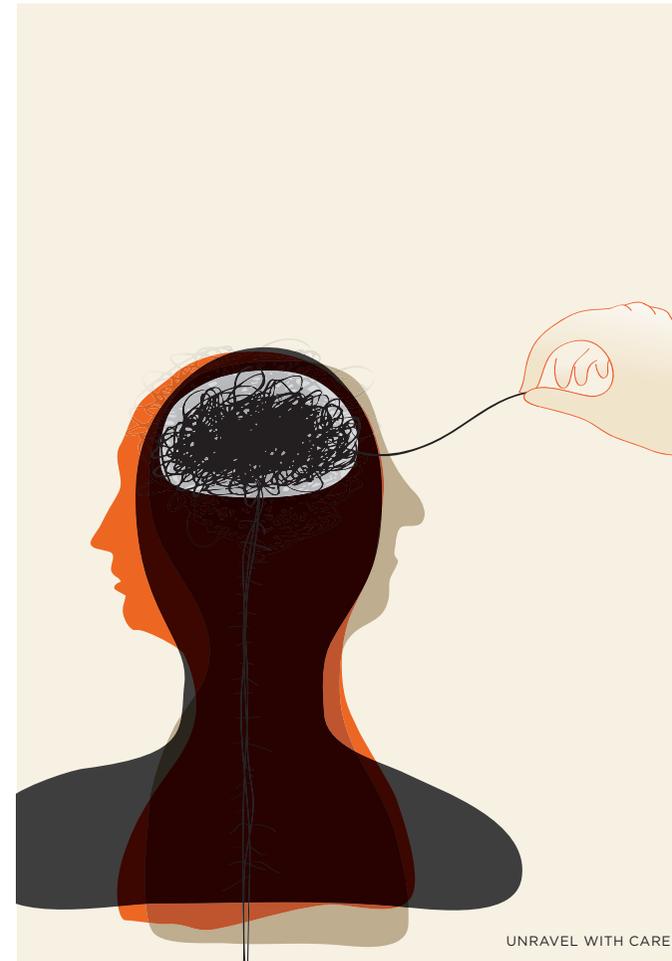
Born and raised between Edinburgh and the Borders, I am currently studying Graphic Design at Edinburgh College of Art. Having studied at Telford College last year, I kept myself busy with work placements and working with logo and website design for local businesses and musicians. My design work can be found at www.mollyrosewilson.com



▶ **Agoraphobia, Anorexia, Depression, DID, Narcolepsy, OCD**

Patrick Smith twitter: @graphicpatrick blog: adaptcreative.co.uk
 07971 360704 portfolio: graphicpatrick.com

I'm a freelance graphic designer who was born and raised in London. I still live and work here, and continue to love it. A lot of my interests are visually driven. Films and interiors are two of the things I research a lot. I take photos too (who doesn't) and find inspiration everywhere.



▶ **Unravel with Care**

Panagiotis Baras 07863864356 paneiraba@gmail.com

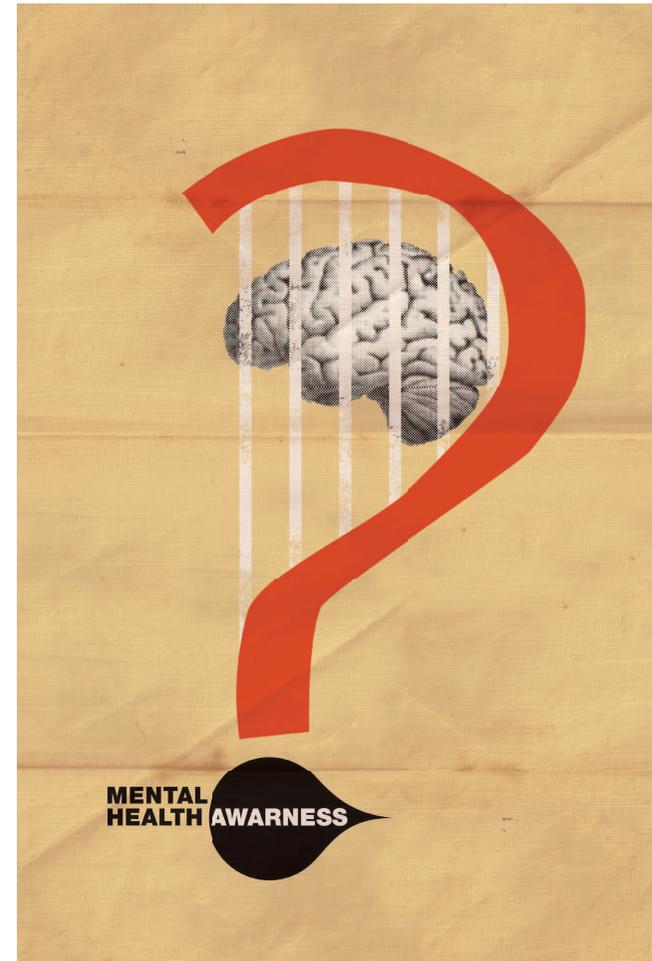
I was born in Athens in 1982. 14th March. 15:33.
 Moved to Malaysia at the age of 2 as my desire to see new and exotic places grew day by day. Unfortunately, my parents didn't feel the same way and after 4 years we returned to Greece.
 I started drawing from a very early age but it was only at my early 20s that I realised that this was what I wanted to do professionally. It was the wrong timing though. I had to wait one year since I had already sailed with a cargo ship towards S. America.
 Finally, 11 months, 23 cities, 7 countries and many big waves after my decision, on a sunny September morning, I was entering the gates of the Athens Technical University as a student of the Graphic Design department. Since then, I've worked in a few places as a graphic designer/illustrator, participated in exhibitions in Athens, followed my luck in Edinburgh and practiced on how NOT to write a proper bio note.



▶
Alzheimer

Pedro Perles burbujarroja@gmail.com
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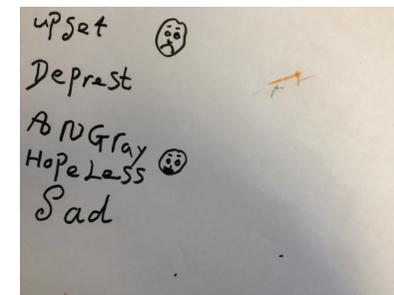
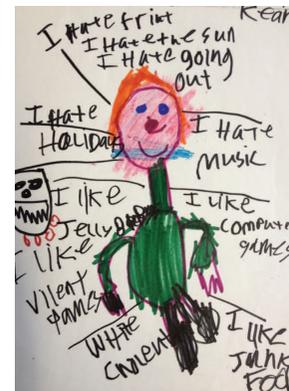
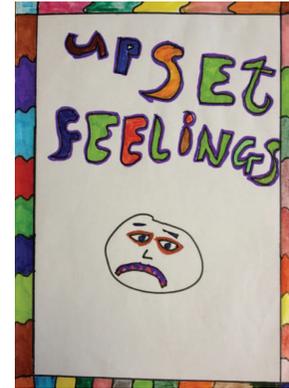
Pedro Perles was born in Salamanca during that cold January of 1978. And during that warm month of March of the same year, he flew to Cadiz, where he started his life's adventure. Musician and illustrator, Pedro has travelled half the world and half the moon in search of the truth. Since he hasn't found it yet, he continues lying and buying green shoes because, if there is something that Pedro Perles really loves, that is the green shoes and the stone chimneys. He can be happy with just a little bit of cabrales cheese and a drop of cider. If Pedro doesn't travel, he can die within a few months.



▶
Mental Health awareness

Pepo027
www.027lab.com

Jose Luis Reyes (pepo027) was born in the Spanish plateau better known as Madriz, after several years working for different graphic design companies and as freelance, he moved to Edinburgh in 2005 where he finished a degree in Design and Digital Art (Napier university) in 2010, along with David Armingau he funded "027Lab" design studio based in Edinburgh. He combines 027Lab with CEROVEINTISIETE a clothing brand co-funded with his brother who currently lives in Madriz.



►
Depression, Anorexia

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I traipse around the cities listening one of the U2 or Muse's greatest hits, the walls speak to me, their graffiti, their posters, their stories... As I walk and brush past people, I try to guess how their lives are and try to bring them to mine. The street, the pavement, the city... they join us in a common movement but which is different in each of us. It is a privilege to be able to live the city as if it was "another city" that others can't see, a city which makes its movements, the atmosphere that wraps them... I am mad about the rock concerts. When I attend one, I go mental as if it was the first concert of my life, that fusion of music, theatre and video art is amazing... as I have said, like the first time. Every time I gaze at my works of art I feel surprised, I go out, look for details, study them and look at them again and again, as if it was someone else, and not me, who had painted them... it is strange.

►
Upward Mobility Project

0131 661 4411 info@upwardmobilityproject.com
Arts Complex St Margaret's House 151 London Road Edinburgh. EH7 6AE

Upward Mobility is a registered charity providing workshops for adults with learning disabilities in Edinburgh and East Lothian. Our goal is to promote the self-confidence and social welfare of our students through community arts and healthy living projects

DISEASES



Agoraphobia is an anxiety disorder characterized by anxiety in situations where the sufferer perceives the environment as being difficult to escape or get help. These situations include, but are not limited to, wide-open spaces, as well as uncontrollable social situations such as may be met in shopping malls, airports, and on bridges. Agoraphobia is defined within the DSM-IV TR as a subset of panic disorder, involving the fear of incurring a panic attack in those environments. The sufferer may go to great lengths to avoid those situations, in severe cases becoming unable to leave their home or safe haven.

Schizophrenia is a mental disorder characterized by a breakdown of thought processes and by poor emotional responsiveness. It most commonly features auditory hallucinations, paranoid or bizarre delusions, or disorganized speech and thinking, and it is accompanied by significant social or occupational dysfunction. The onset of symptoms typically occurs in young adulthood, with a global lifetime prevalence of about 0.3–0.7%. Diagnosis is based on observed behavior and the patient's reported experiences.

Alzheimer's disease is the most common form of dementia. There is no cure for the disease, which worsens as it progresses, and eventually leads to death. Most often, AD is diagnosed in people over 65 years of age, although the less-prevalent early-onset Alzheimer's can occur much earlier. In 2006, there were 26.6 million sufferers worldwide. Alzheimer's is predicted to affect 1 in 85 people globally by 2050.

Health anxiety is an anxiety disorder that is often housed within the Obsessive Compulsive Disorder (OCD) spectrum of disorders. Those affected by health anxiety have an obsessional preoccupation with the idea or the thought that they are currently (or will be) experiencing a physical illness. The most common health anxieties tend to centre on conditions such as cancer, HIV, AIDs, etc. However, the person experiencing health anxiety or illness phobia may fixate on any type of illness. This condition is known as health anxiety, illness phobia/illness anxiety or hypochondriasis.

Anorexia nervosa is an eating disorder characterized by immoderate food restriction and irrational fear of gaining weight, as well as a distorted body self-perception. It typically involves excessive weight loss. Anorexia nervosa usually develops during adolescence and early adulthood. Due to the fear of gaining weight, people with this disorder restrict the amount of food they consume. This restriction of food intake causes metabolic and hormonal disorders.

Major depressive disorder (MDD) (also known as recurrent depressive disorder, clinical depression, major depression, unipolar depression, or unipolar disorder) is a mental disorder characterized by an all-encompassing low mood accompanied by low self-esteem, and by loss of interest or pleasure in normally enjoyable activities. Major depressive disorder is a disabling condition that adversely affects a person's family, work or school life, sleeping and eating habits, and general health.

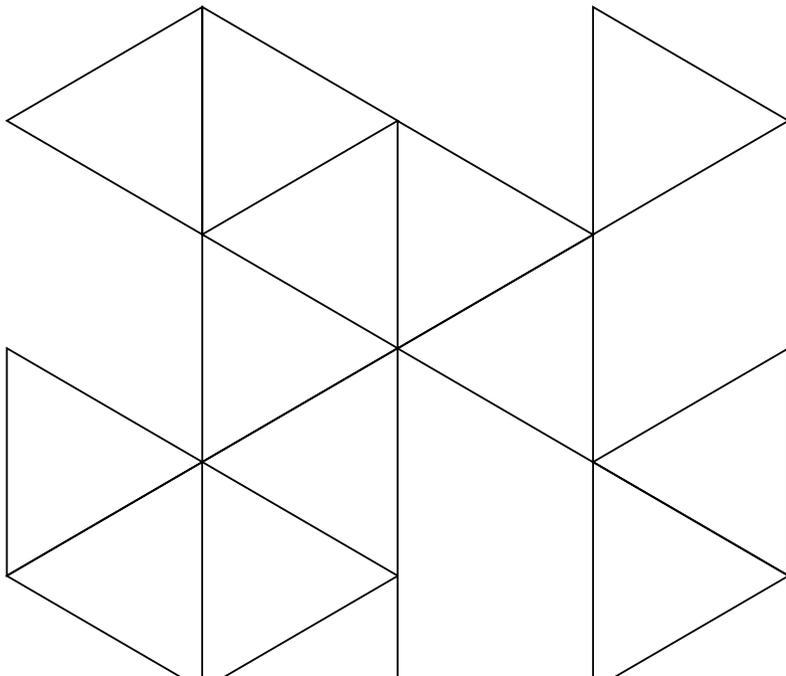
Dissociative identity disorder (DID), also known as multiple personality disorder, is a mental disorder characterized by at least two distinct and relatively enduring identities or dissociated personality states that alternately control a person's behavior, and is accompanied by memory impairment for important information not explained by ordinary forgetfulness. These symptoms are not accounted for by substance abuse, seizures, other medical conditions or imaginative play in children. Diagnosis is often difficult as there is considerable comorbidity with other mental disorders.

Narcolepsy is a chronic sleep disorder, or dyssomnia, characterized by excessive sleepiness and sleep attacks at inappropriate times, such as while at work. People with narcolepsy often experience disturbed nocturnal sleep and an abnormal daytime sleep pattern, which often is confused with insomnia. Narcoleptics, when falling asleep, generally experience the REM stage of sleep within 5 minutes; whereas most people do not experience REM sleep until an hour or so later.

SCREENINGS SATURDAY 13TH OCTOBER

Location: TollCross Community Education Center
Duration: 13th October 2012
Timetable: from 1pm till 3pm

FREE ENTRY



Capicúa

by Roger Villarroya, was awarded first place at the Notodofilmfest for his beautiful tribute to the elderly.



Raising OCD Awareness

by Natalia Lewandowska. The Obsessive Compulsive Disorder is the fourth-most-common mental disorder, and it is diagnosed nearly as often as asthma and diabetes mellitus.



To those who forget

by Nelisa Alcalde. Suso33's live painting performance inspired by neurodegenerative processes.



Arrugas

Based on Paco Roca's comic of the same title (2008 National Comic Prize), WRINKLES is a 2D animated feature-length film for an adult audience. Wrinkles portrays the friendship between Emilio and Miguel, two aged gentlemen shut away in a care home. Recent arrival Emilio, in the early stages of Alzheimer, is helped by Miguel and colleagues to avoid ending up on the feared top floor of the care home

