

Well-Being Art

Organized by: Art Incubation Association, NPO Action
November 6 (Wed) – 11 (Mon), 2024, 12 – 6 PM
Reception: Saturday, November 9, 2024, 5 – 7 PM

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Well-being, a measure promoted by the WHO and the United Nations, represents a global social movement that further develops the SDGs. It is an important keyword for both the current era, where people are living longer, and for society in the future. Derived from the words “well” (good) and “being” (state), well-being is defined as "a good state for individuals and society." We aim to realize this well-being through art.

"Well-being" includes feelings of happiness and satisfaction in life, self-evaluation of one's living conditions, and emotions such as joy and excitement. Currently, the international community has set 17 common goals through the SDGs (Sustainable Development Goals), aiming for a society where no one is left behind. However, the target year for achieving these goals is 2030. Looking beyond that, a movement is starting to establish new international goals that focus on people's "well-being." This movement, emerging in various international organizations and corporations, advocates for "SWGs (Sustainable Well-being Goals)," a set of goals that aim to achieve sustainable well-being for all. SWGs are rapidly gaining attention as the next global goal. Dr. Martin Seligman, an American psychologist, has proposed a model called "PERMA" that outlines the conditions for well-being.

PERMA stands for:

- **P**ositive Emotion (Feeling positive emotions)
- **E**ngagement (Immersion in something)
- **R**elationships (Connections with others)
- **M**eaning (Finding meaning in life)
- **A**ccomplishment (A sense of achievement)

It suggests that people who fulfill these five aspects are happy. We believe that children's art activities perfectly align with this model:

- "P" for approaching art with a positive mindset,
- "E" for immersing themselves in the creation process,
- "R" for discussing their work with peers,
- "A" for the sense of accomplishment upon completion,
- and "M" for cultivating self-worth and a sense of meaning in life.

In rapidly developing Southeast Asian nations, children face a common issue: the sheer number of children means that education cannot reach everyone. The proportion of children under 18 in Japan is 16%, while in the Philippines, a central country in this movement, it is as high as 40% (according to UNICEF's State of the World's Children report). In Manila, the capital of the Philippines, classrooms are so scarce that one room must be shared by 1st and 2nd graders in the morning, 3rd and 4th graders at midday, and 5th and 6th graders in the afternoon. During the times when a class isn't in session, students cannot attend school.

Basic subjects such as language, mathematics, science, and social studies are insufficiently taught, and arts and music education is often neglected. We believe that fostering emotional education through art is essential for creating a prosperous society and a better future for the world. Through this initiative, we aim to provide education that nurtures the heart, which schools do not offer.

In this exhibition, we will showcase paintings created by children from the Philippines and Thailand, and the proceeds will be used to support their art education. We would greatly appreciate your support.

