

# ARTE PRO

# ANNUAL REPORT

## 2023

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[@ArtePro](https://www.instagram.com/ArtePro)

# ARTE PRO

SINCE 2014

We are a multi-disciplinary team of committed professionals who come from a variety of backgrounds, training, and experience. We combine ideas, theories, tools and methods from the fields of human development, neuroscience, sociology, cognitive psychology, design thinking, research, and strategy.



## Vulnerable Children

Since 2014, Arte Pro has worked with over 1,000 children born into abuse, neglect, violence, and/or incarceration.

## Art Empowers

Our comprehensive programs include art, music, somatic movement, environmental education, ancestral culture, and play.

## Impact Measurement

Our programs show strong scientific evidence of having a great positive impact on children's cognitive development, mental health, and social skills

# ARTE PRO

SINCE 2014

# ARTE PRO TEAM

## ART & SCIENCE

### SPECIALISTS IN:

- MENTAL HEALTH
- NEUROSCIENCE
- CHILD DEVELOPMENT
- PSYCHOLOGY
- PEDAGOGY
- SCIENCE AND TECHNOLOGY
- VISUAL ART
- MUSIC
- DANCE AND SOMATIC MOVEMENT
- MEDITATION & MINDFULNESS
- ENVIRONMENTAL EDUCATION
- ANCESTRAL CULTURE

Mexico Canada New Zealand Spain Russia Zimbabwe United States France Germany

# TEAM



## Coordination

Adriana Dowling  
Gianella Larreátegui  
Ilse Farfán

## Direction

Luz C. Pro

## Ambassador

Vincent Bruneau

## Impact Measurement & Research

Gina Haras  
Tulio Suárez

## Volunteers

Daniel Johnson | Ana Fenoll  
Carissa Ferrigno | Amanda Adame  
Marco Serrano | Sarah Vavasueur  
Camila Prado | Fanni Prokai

## Academia, Neuroscience & Genetics

Dr. PhD Mario Arias  
Dr. PhD Sandra Romero  
Dr. PhD Marta Ferragut  
Dr. PhD Ernesto Reyes

## Finance & legal

Carlos Rius  
Renato Picard  
Julio Copo  
Valentina Benitez

## Fiscal

Oscar Duque

## Web3

Armando Kuroda  
Ana Paula Herrera

Belén de Armero  
López



Katia Guzmán



Daniel Johnson



Michel Tavares  
(Ajolote Sanctuary /  
Light Box)



# GUEST ARTISTS

## 2023

Lucrezia de Fazio



Marie Salcido



Frida Walala



Abraham Vega



Environmental  
Secretary of Mexico  
City



Juan Pablo  
Heredia  
(Ekam Atelier)



# VOLUNTEERS

2023



# RESULTS

SINCE 2014

825 Workshops

392 Guest Artists

121 Strategic Partnerships

1,034 Children in the Program





# PANELS & ACKNOWLEDGEMENTS



Panel Culture as a tool for prevention, "Presentation of the Yoga Practice Manual for Women"  
2024, International Forum "Dialogues from the Frontiers of Organized Crime", Mexican Institute for Justice



"Can You See Me", Panel in collaboration with SkyArt & Weinberg Newton Gallery in Chicago  
2022 - "Art and its Effects on Children Born in Prison"



Seminar on "Art, Armed Conflict, and Humanitarian Help "  
2021 - on NAU platform certified by APEC and the World Alliance for Art Education (WAAE)



Main speakers at the 28th International Arts Education Week organised by WAAE  
2020 - Directed to Humanitarian Aid professionals of UNESCO and ACNUR



"Art as Social Intervention" Panel at the International Assembly of Educators without Borders  
2019 - Art and Education as a social Intervention



Fellowship, Human Centred Design Thinking eat House of Ayni  
2018 - Leadership Program for Social Entrepreneurs in México



Y2Y prize at World Bank Group, 2018



Conference AMADE by invitation of Princess Caroline of Monaco  
2017 - Art and its Effects on the Development of Children Born in Prison





ARTEPRO

**PROGRAM**

**JANUARY - OCTOBER**

**2023**

# PROGRAM 2023



Our comprehensive programs encompass a wide range of offerings, including art, music, somatic movement, environmental education, ancestral culture, and of course, play.

## Main lines of action:

- ★ Psychomotricity and spatial awareness
- ★ Attention and memory
- ★ Rhythm, coordination, and movement
- ★ Interoception and proprioception
- ★ Environmental and ecological awareness
- ★ Recovery of ancestral cultures

# BENEFICIARIES JAN-OCT 2023

70 Children between the ages of 5 to 12

- ★ Children at risk and in situations of abuse, neglect, and violence
- ★ Girls born into abuse, victims of prostitution, human trafficking, and teen pregnancy
- ★ Children born in prison
- ★ Neuro-divergent children



# OUR WORKSHOPS



ARTEPRO

JANUARY 2023

# WATERCOLOR WITH FLOWERS

January 10th

Collaboration with Lucrezia de Fazio  
Botanical Garden , UNAM  
*Visual Arts*

In January, children from a marginalized community in Mexico City participated in a watercolor and natural inks workshop with Italian artist Lucrezia de Fazio, creating a series of paintings made using pigment derived from hibiscus flowers.



FEBRUARY 2023

# 9TH ARTE PRO ANNIVERSARY

Thanks to nine years of dedicated teamwork and collective effort, we have successfully implemented programs proven to have made a positive impact on children.



We kicked off our 9th anniversary celebration with a mindfulness circle led by our founder Luz C Pro, followed by a theater performance and somatic movement activity with Belén de Armero, and then concluded with a hands-on clay workshop led by Nicole Ollin.

APRIL 2023

# CHILDREN'S DAY

April 30th

Collaboration with Frida Walala  
Vórtice Gallery  
*Meditation*

On Children's Day, our guest artist Frida Walala guided us through meditation activities and a soothing drum-accompanied relaxation session. This workshop included children from marginalized communities in Mexico City, as well as autistic children.





JUNE 2023

# BOTANICAL GARDEN VISIT

June 30th

Guided by botanic experts of Mexico City , SEDEMA  
Chapultepec Botanical Garden  
*Environment Education*

In this workshop our children combined their artistic creativity with an immersive experience connecting with nature and science. We began with a meditation session amidst the vegetation of the botanical garden, followed by a guided garden tour led by expert botanists. At the conclusion of the tour, we gathered in a tranquil setting for the children to make botanical drawings of what they had observed and learned.



JULY 2023

# PERFECT PLANET

July 15th

Collaboration with Marie Salcido  
Parque España  
*Drawing and Writing*

Following a meditation session at Parque España, we began the "Perfect Planet" workshop, guided by Marie Salcido. During this workshop, the children expressed their visions of an ideal place to live through drawings and poems, later sharing their creations with the rest of the group.



AUGUST 2023

# PINHOLE PHOTOGRAPHY

August 12

With Daniel Johnson  
Galería Naranjo 141  
*Photography*

Our children learned the basic principles of analog photography by crafting pinhole cameras from cans and cardboard boxes. They then learned about the process of exposing, and later developing, their photographs in a darkroom using light-sensitive paper and photography chemicals. Learning not only the craft that combines both art and science, but also how the eye works as well as the behaviour of light.



SEPTEMBER 2023

# GUARDIAN LAMPS

September 10, 17, 24

With Katia Guzmán

Ana & Alana / Arte Pro HQ

*Art & Design*

In this workshop, a group of girls from a shelter home created and personalized their own guardian lamps. Through the process of building, painting, and decorating their lamps they created their own symbolism. The girls then read each other stories about the guardians they had manufactured with quartz crystals, and in the last session, each one shared the meaning of their lamp and their personal intentions with each other.



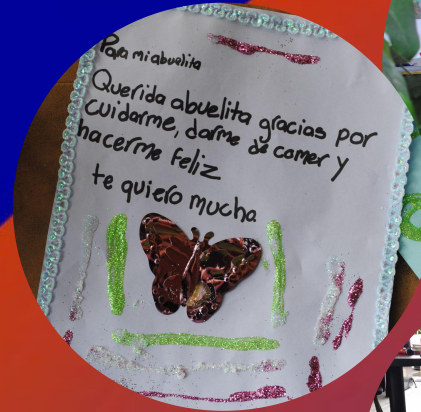
OCTOBER 2023

# EVALUATIONS AND GRATITUDE WORKSHOP

October 1st

Psy. Zuleima Hernández, Adriana Dowling and Luz Pro  
Arte Pro HQ  
*Evaluation and art workshop*

This session was focused on giving psychological evaluations to the children, while also participating in an activity that sought to strengthen gratitude. We began with a series of body exercises based on contact, trust and coordination, followed by our meditation practice. During the gratitude activity, each girl chose several items of donated clothing, shoes, and accessories to gift to their caretakers in their shelter home.



OCTOBER 2023

# PINHOLE PHOTOGRAPHY

October 15, 22 y 29

With Daniel N. Johnson

Sophie Simone Designs (Lucerna 59, Col Juárez)

*Photography*

Our children learned the basics of analog photography by creating pinhole cameras using cans and cardboard boxes, and explored the exposure and development process using light-sensitive paper and photography chemicals. Each child chose their own compositions and exposed their images based on the amount of light or shadow. Back in the darkroom we developed our photos, observing how the chemicals react to the exposed paper, and understanding how negative and positive images work. The outcome of each photo was an experiment—a fusion of physical, chemical, and creative factors contributing to the final result.



**NOVEMBER 2023**

# AGROECOLOGY

**November 5, 12, 19 and 26**

With Axolotl Sanctuary / La Caja de Luz.

Xochimilco

*Ecology*

An agroecology workshop will be held at a chinampa, or parcel, in the ancient canals of Xochimilco, in partnership with the Axolotl Sanctuary / La Caja de Luz. The purpose of workshop is to highlight the diverse ways of restoring the ecosystems of the spaces we inhabit. It also aims to inform about where our food comes from, and explore the intricate relationships between social interactions and ecosystems. We will cultivate pro-environmental practices by integrating traditional, community and scientific knowledge.



DECEMBER 2023

# ZHÌ NÉNG QÌ GONG, CALLIGRAPHY & CHINESE TEA CEREMONY

December 13

With Abraham Vega and Juan Pablo Heredia

Av. Sonora 27, Col. Roma.

*Mindfulness and Ancestral cultures*

In this workshop, Juan Pablo Heredia guided a Chinese calligraphy session where children had the opportunity to learn about this ancient art. Afterwards, Abraham Vega, instructor of Vida Zhineng Qigong, shared a series of exercises and precepts of this practice of Chinese origin, which has a direct impact on the physical, emotional and mental body. At the end, Juan Pablo taught us the processes, meanings and experiences involved in the traditional Chinese tea ceremony.





# WEB 3



ARTEPRO

# DREAMING WITH FLOWERS

## NFT piece Arte Pro3

*Collaborating with Jaka Labs y Operator*

*Dreaming with Flowers* is the inaugural piece of the ArtePro 3 NFT collection. It was created with Artificial Intelligence and unifies the paintings made by the children during our January 2023 workshop, *Watercolor with Flowers*, taught by Lucrezia de Fazio at the UNAM Botanical Garden. With this piece, we bring to life a dream of sharing the creativity of the children with the world in a technologically innovative way.



Special recognition to Operator y Mattia Cuttini.

# PROTOTYPE NFT 2ND DROP

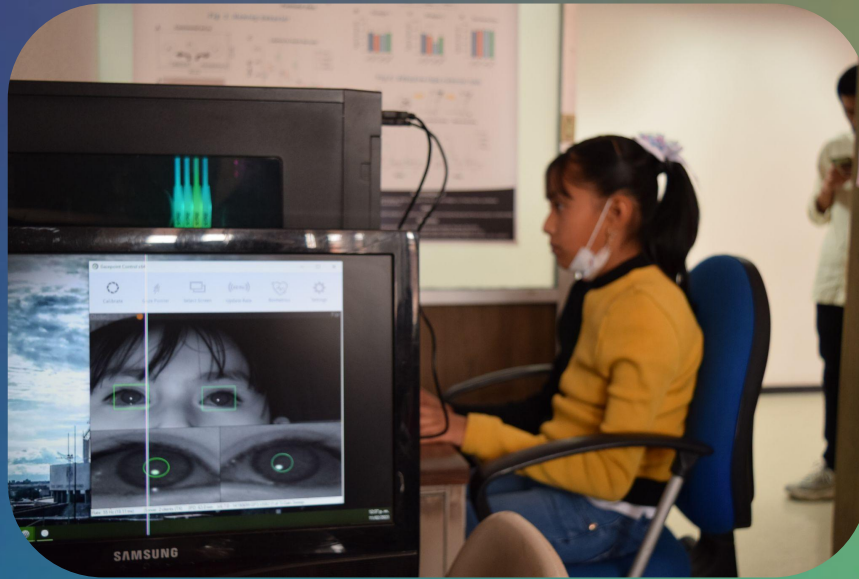
## 2º Pieza NFT de ArtePro3

*Collaboration with Jaka Labs y Operator*

These prototypes are part of Arte Pro's Web3 NFT collection, which consist of eight clay sculptures made by the children of the program. The idea is to transform the digital file of the pieces into a crypto asset to preserve the originality and uniqueness of the NFT through the blockchain.



# MEASUREMENT AND EVALUATIONS



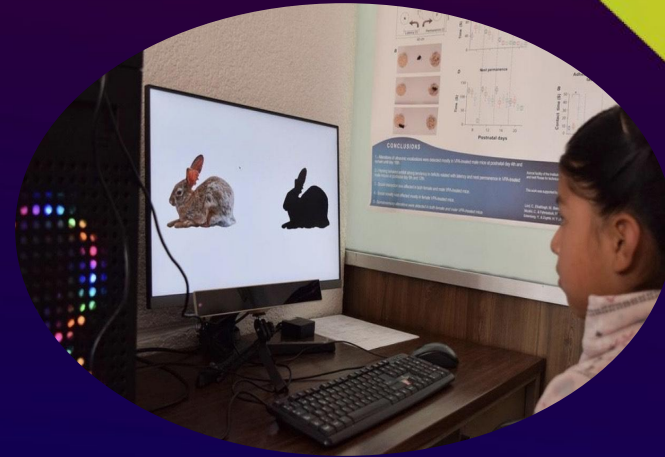
# NEUROSCIENTIFIC EVALUATIONS

FEBRUARY 2023

Latin America's largest Research Center, the Translational Neuroscience Laboratory of the Faculty of Psychology of UNAM, provided psychological and neuroscientific evaluations to measure the impact of our program. Study Group 1 was composed of children between the ages of 5 and 12 years old who live in underserved and marginalized communities in Mexico City.

## Evaluations:

- ★ Evaluation of cognitive areas; memory, language, attention, perception, executive functions, and visual-constructive ability
- ★ Measurement of brain electrical activity
- ★ Measurement of attention and visual behavior
- ★ Measurement of perception and understanding of emotions
- ★ Analysis of individual and group behaviour



Facultad de  
PSICOLOGÍA

# PSYCHOLOGICAL EVALUATIONS

SEPTEMBER 2023

Psychological evaluations carried out on Study Group 2: female children between 5 and 14 years old from a foster home in the southern area of Mexico City.

## Evaluations:

- Personality test
- Psychometric test
- Satisfaction survey

These evaluations allowed us to monitor the emotional state and social skills of the workshop participants. These evaluations concluded that children are very satisfied with the content of the workshop



# PSYCHOLOGICAL EVALUATION CONCLUSIONS

- Most of the participants tested had at least one area of opportunity in neuropsychological performance, however, the majority performed very well.
- The two empathy tests were consistent, indicating that at least one third of the group has a low level of empathy.
- The Arte Pro survey obtained equal statistics in participation, creativity and calmness.
- According to the personality test, Arte Pro participants are high in social skills, cheerful, and active.

# PSYCHOLOGICAL MEASUREMENTS

- Arte Pro participants had attention and executive function scores that varied from 63 to 96, with an average score of 82.5. These scores indicate a range from average to below-average performance.
- We will continue to monitor future measurements to observe the program's impact on these scores and any changes that occur over time.





# NEW IMPACT ASSESSMENT 2023-2024

- For this new cycle, we began to develop a methodological plan for measuring the program's impact.
- This methodology, based on the gold standards for the evaluation of programs that affect psychological variables, can be used and replicated after the integration of the next group of children into the program.
- The methodology has scientific evidence to:
  1. Identify needs and risks.
  2. Continuously improve the program.
  3. Monitor the progress and effectiveness of the interventions.
  4. Generate scientific knowledge in the field of intervention for children in vulnerable situations.





## Emotional Health

- Emotional awareness
- Assertive Communication
- Relaxation
- Frustration tolerance
- Confidence within themselves



## Social skills

- Fellowship
- Listening abilities
- Empathy
- Self-regulation
- Motivation to help others
- Inclusion
- Respect for the opinions of others
- Increase social awareness

# Environmental Changes

## Cognitive Abilities



- Physical awareness
- Attention, concentration and memory
- Academic Improvement

## Prevention



- Violence
- Bullying
- Risk Situations

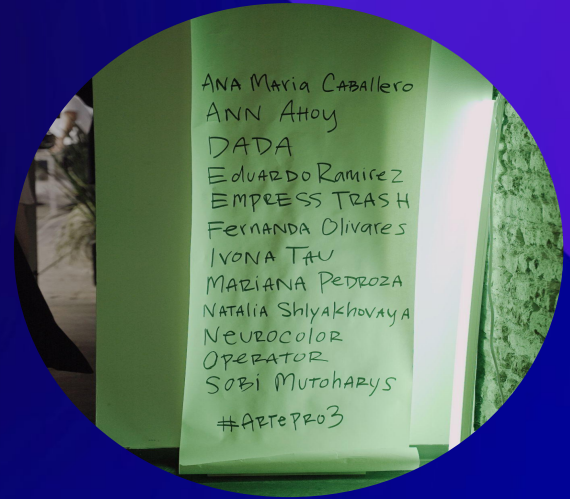
# FUNDRAISING EVENTS



FEBRUARY 2023

# LAUNCH ARTE PRO3

During the vibrant Art Week in CDMX, we launched an innovative fundraising channel in collaboration with Jaka Labs and Operator, using an art exhibition to explore the philanthropic possibilities of Web3.



## EXHIBITING ARTISTS

- Ana María Caballero
- Ann Ahoy
- Anthony James
- DADA
- Eduardo Ramirez
- Empress Trash
- Ivona Tau
- Fernanda Olivares
- Marian Pedroza
- Natalia Shlyakhova
- Operator
- Sobi Mutoharys

FEBRUARY 2023

# VISION BOARD WORKSHOP

As a part of our collaborative volunteer program, we hosted a workshop as a charity event for the organization at the Art/Works space.



# CROWDFUNDING



ARTEPRO



Arts and Culture Mexico Project #61929

# Art&Neuroscience: 250 vulnerable mexican children

by A PLUS P



@tanyu\_achai

# GLOBAL GIVING

## RECEIPT OF DEDUCTIBLE DONATIONS IN MÉXICO, USA & UK

**\$20**  
USD

supplies for one workshop session

**\$170**  
USD

10 lunch packs for one workshop

**\$40**  
USD

one visit per year to museums, theaters, recreational parks or art galleries for 15 children

**\$200**  
USD

three months of the full program for one child, including supplies, transportation and lunch

**\$60**  
USD

a monthly workshop or an annual psychological evaluation for one child

**\$800**  
USD

one year of the full program for one child, including supplies, transportation and lunch

**\$85**  
USD

monthly transportation to the educational program sites for 15 children

**\$1,400**  
USD

three months of the full program for seven children, including supplies, transportation and lunch

# GIVING TUESDAY

November 28

Social media campaign

We joined the #GivingTuesday movement, through a worldwide digital campaign to raise funds, which consisted of:

- ❑ 2 reels of our volunteers telling their experience at Arte Pro.
- ❑ 5 stories about gratitude
- ❑ 1 general video inviting the public to donate
- ❑ More than 25 direct messages inviting to donate to our Global Giving project and join the campaign

## RESULTS

- ★ 1578 video views
- ★ 522 story reach
- ★ 1545 total reach
- ★ 1,280 dollars raised

GIVING  
TUESDAY

 #undíaparadar  
MEXICO





# CORPORATE SOCIAL RESPONSIBILITY





# WHAT ARTE PRO OFFERS

## CORPORATE SOCIAL RESPONSIBILITY

- Tax deductible receipt
- Arte Pro collaboration certificate
- Socially Responsible Corporate certificate, endorsed by CEMEFI
- Ethical positioning
- Mindfulness, art therapy and emotional regulation workshops for employees
- Products with cause to increase sales
- Photographs of each session
- Stickers
- Thank you kit-box
- Tagging and naming on social networks
- Logo presence on our marketing and website
- Monitoring of reports and impact measurement

# COMPLEMENTARY TRAINING



SEPTEMBER 2023

# LEVEL ONE COURSE ZHÌ NÈNG QÍ GONG

Implemented by Abraham Vega

*Zhì Nèng Qí Gong*

The Arte Pro team was awarded a scholarship to participate in the Level One Zhì Nèng Qí Gong training course with instructor Abraham Vega, in order to learn and incorporate the ancient practice of mindfulness into our sessions with the children. In September we began to implement these principles into the meditation practices we lead in each workshop. We seek to continue our conversation with Abraham and to collaborate again on future activities together.



OCTOBER 2023

# FUNDRAISING COURSE

Provided by Dr. Enrique Hernández

*Mexican Institute for Social Innovation*

The Arte Pro team participated in a virtual course instructed by Dr. Enrique Hernández at the Mexican Institute for Social Innovation. This course helped us stay current on various aspects of fundraising, including legal, operational, and methodological matters. It also kept us informed about campaigns and administrative processes, as well as partnerships and collaborations with companies, organizations, and both public and private funds



# PRESS



ARTEPRO

MARCH 2023

# L'OREAL INTERVIEW

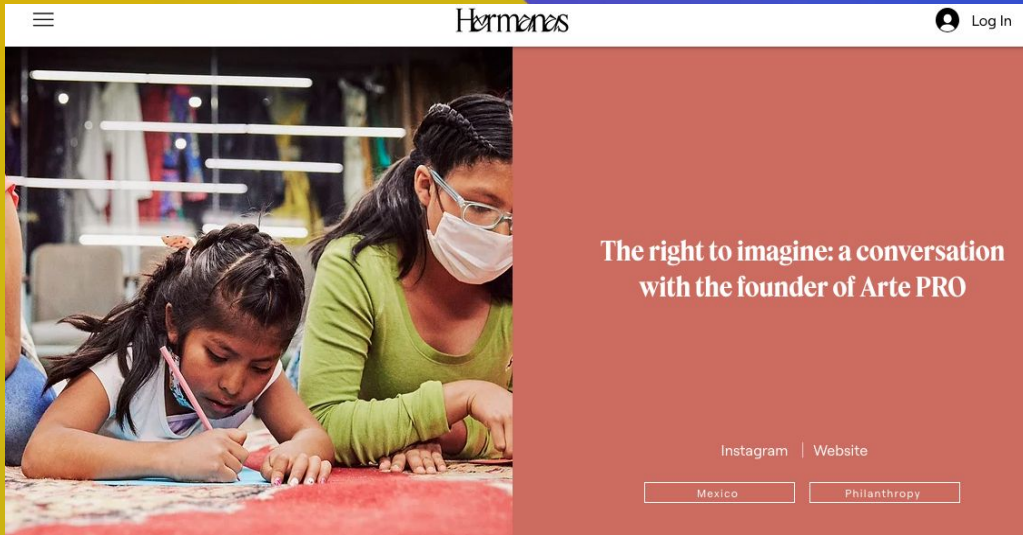
Our founder, Luz C. Pro, was interviewed as part of the L'Oreal Fund for Women's social impact program, discussing the project and the various activities that the organization has undertaken.



AUGUST 2023

# INTERVIEW

*“The right to imagine: a conversation with the founder of Arte PRO”*



The digital media agency "Hermanas" conducted an interview with Luz C. Pro to talk about her career and the Arte Pro project

<https://www.hermanas.earth/featureqa/artepro>



# PARTNERSHIPS

## EDUCATION AND RESEARCH

### DONORS

L'ORÉAL  
FONDS POUR LES FEMMES



Facultad de  
Psicología

IBERO  
CIUDAD DE MÉXICO



Instituto Nacional de  
Medicina Genómica  
MÉXICO



## COMMUNITY



VIDA ZHINENG QIGONG



Santuario Ajolote

HAAB



EKAM ATELIER

Galería Naranjo



JAKA  
LABS

# DONATIONS & COLLABORATIONS



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# ¡THANK YOU!

All of the information in this presentations belongs to :

