ABANA EXPRESSIVE ARTS THERAPY

Founder,Director
Elahe Rahimian

THE FIRST EXPRESSIVE ARTS THERAPY SERVICES IN IRAN

INTRODUCTION

Abana Expressive arts is an art and mental health startup that uses art and technology to provide therapeutic and educational services to individuals worldwide.

TARGET GROUP

Students

- Abana offers art therapy workshops and courses for university students to train them as became art therapist

Women

- Recognizing the unique mental health challenges faced by women, Abana provides specialized art therapy services for women, including programs for postpartum care, trauma recovery, and overall wellness.

Children

- Abana's art therapy interventions focus on empowering and supporting vulnerable children, including those with disabilities, trauma, and developmental challenges.

Individuals with Special Needs

- Abana recognizes the transformative potential of art therapy for individuals with special needs, such as those with autism, Parkinson's disease, and Alzheimer's.

Social value, inclusivity

- Impact of art therapy services on improving mental health and quality of life

- Access and provision of services to underserved and vulnerable groups in the community

- Consideration of cultural and social diversity in the design and delivery of services

Innovativeness

- Presentation of innovative approaches in combining art and therapy for mental health improvement

- Use of cutting-edge technologies in delivering online and interactive art therapy services

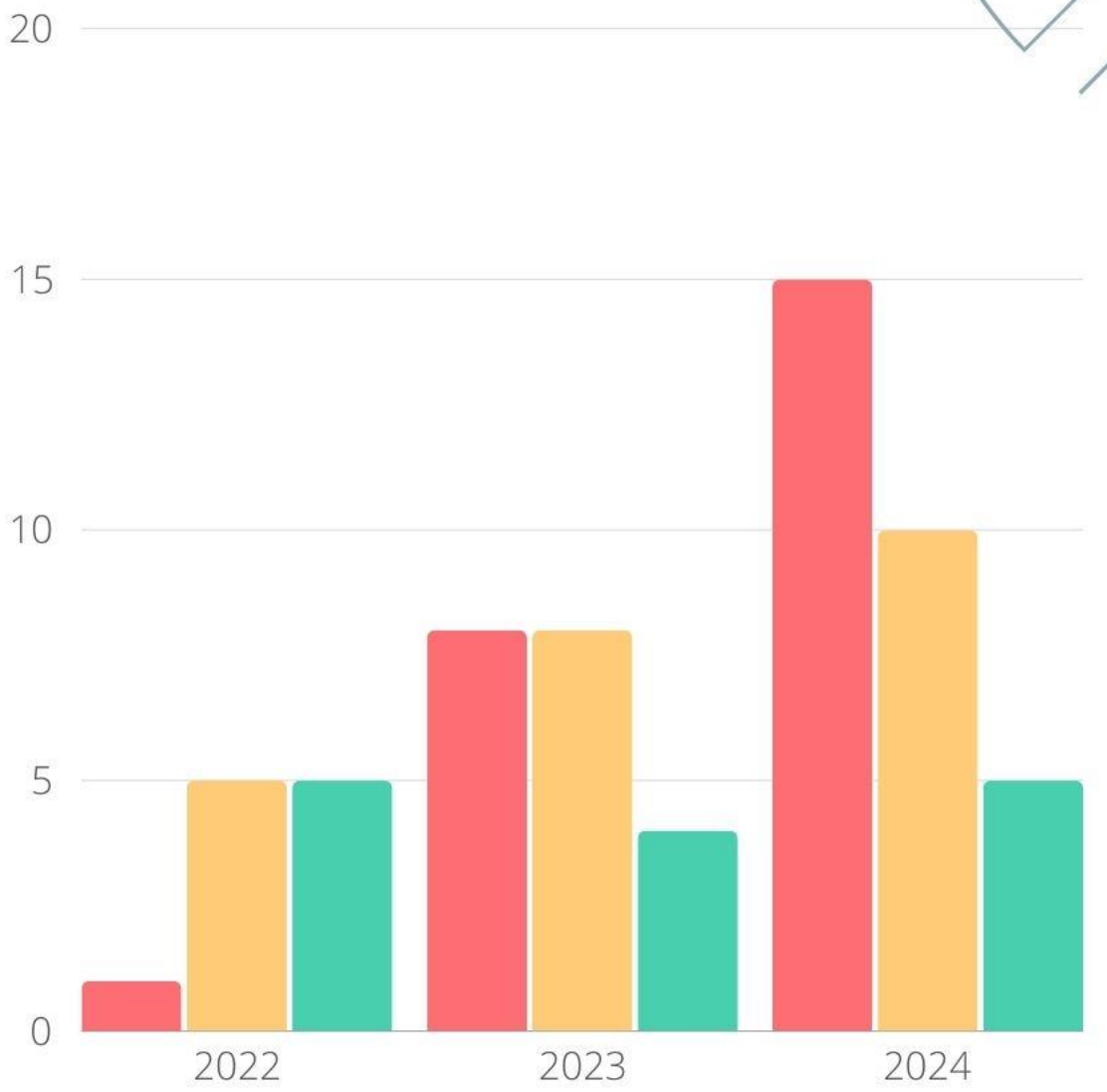
- Creation of creative educational and therapeutic content using various art forms

MARKET SHARE

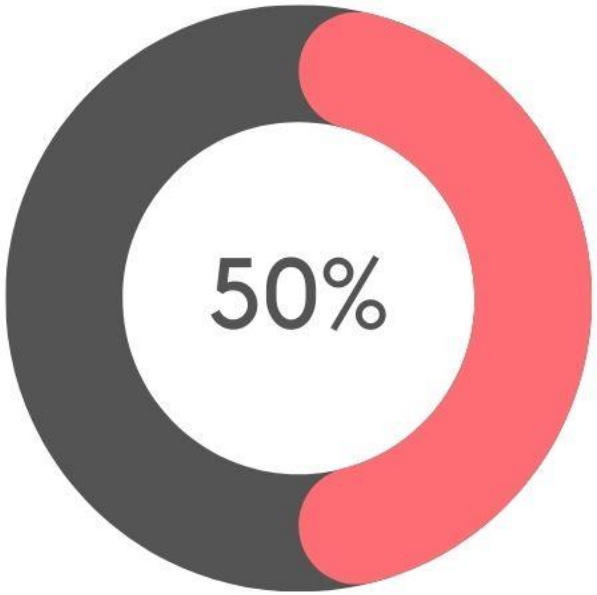
01 - BRANDING

02 - SOCIAL MEDIA

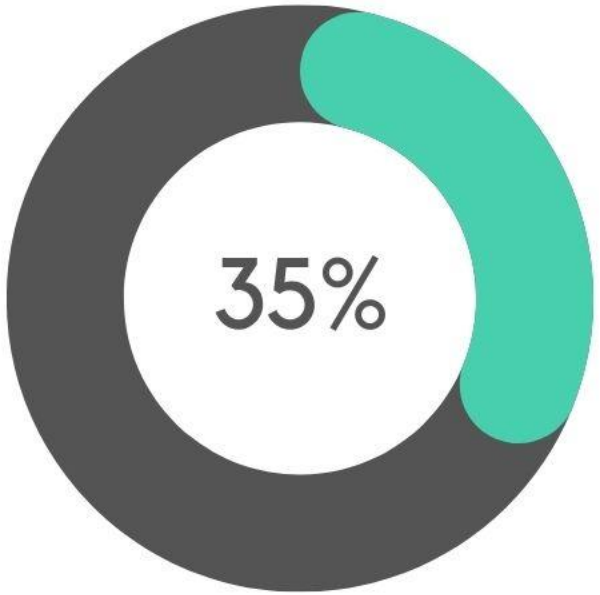
03 - WEBSITE



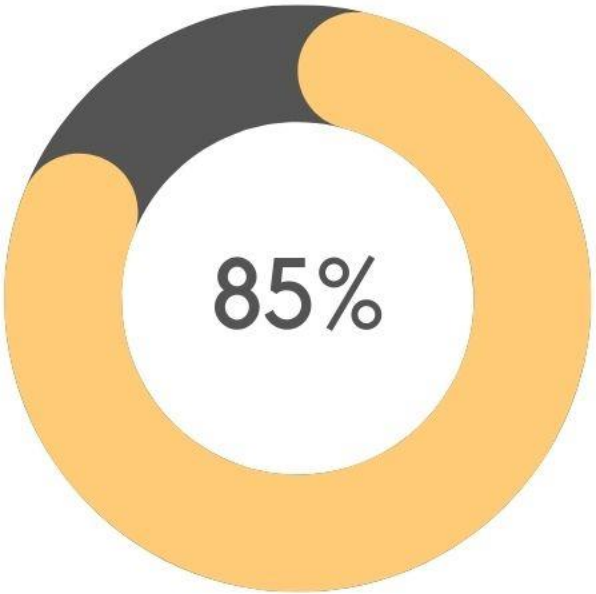
MARKET EVALUATION



01 - BRANDING



02 - WEBSITE



03 - SOCIAL MEDIA

ACTIVITES (2021-2024)

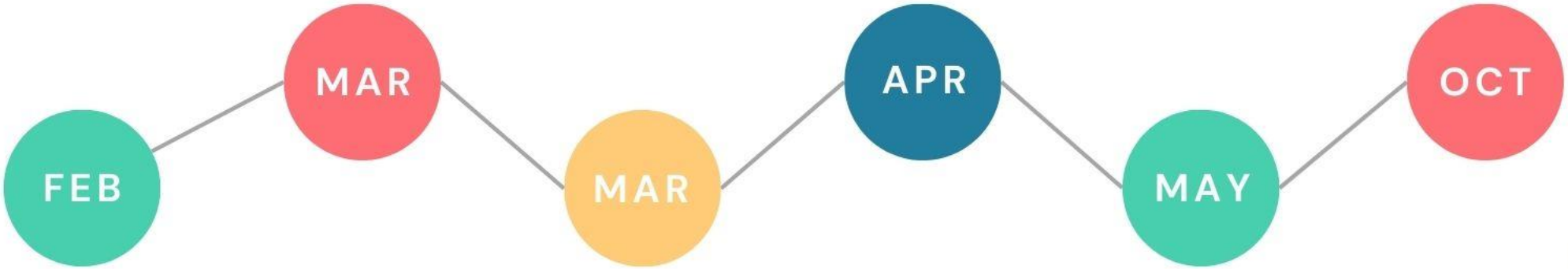
2021
- Call for ideas in the fields of art and health
- Holding art therapy training courses

2022
- Organizing internship programs for students

2023
- Educating students to collaborate with charity centers working with vulnerable children using art therapy
- Implementing art therapy programs in over 6 Iranian cities

2024
- Cooperating with international organizations
- Holding webinars and workshops with international experts
- Organize mental health and woman group and focus on PMS

PREMENTAL SYNDROME AND EXPRESSIVE ARTS PROJECT IN 2024



Forming a Women's Health Group

Needs Assessment and Investigation of Premenstrual Syndrome (PMS) Issues

Development and Implementation of Art Therapy Protocols for PMS

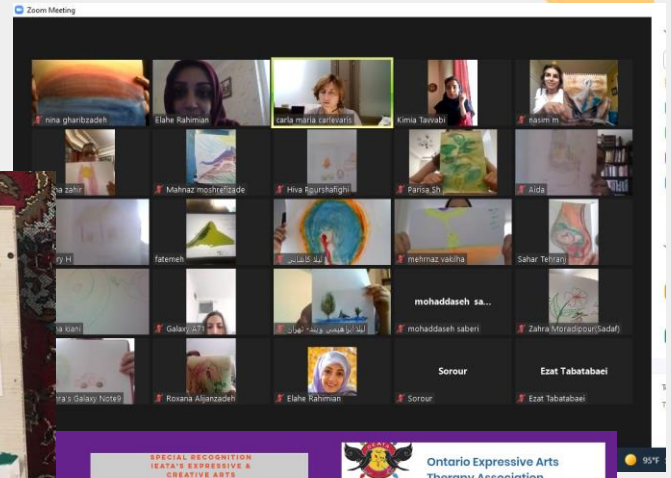
Execution with 80 Women at a and Implementation of Art Therapy Protocols in Iran

Awareness-Raising Program Conducted PMS workshop in Italy

Program Implementation for Adolescents and women until the End of the Year in Iran and other countries

SUMMARY REPORT

- Skills and Empowerment Training with Creative Children
- training Over 200 Students Across Iran
- 50+ Webinars in Art and Health
- Participation in International Programs
- 10+ Professors Collaborate with Abana in Iran and Globally
- 2000+ Members
- Over 100 Participants in Women's Health Activities


Zoom Meeting
nina gharibzadeh
Elahe Rahimian
carla maria carlevaris
Kimia Tavvabi
nasim m
Mahnaz moshrefzade
Hiva Ghorbanghighi
Parisa Sh
Aida
fatemeh
mehmaz vakilha
Sahar Tehrani
mohaddaseh sa...
mohaddaseh saberi
Zahra Moradipour(Sadaf)
Galaxy A71
Sorour
Ezat Tabatabaei
Roxana Alijanzadeh
Elahe Rahimian
Sorour
Ezat Tabatabaei
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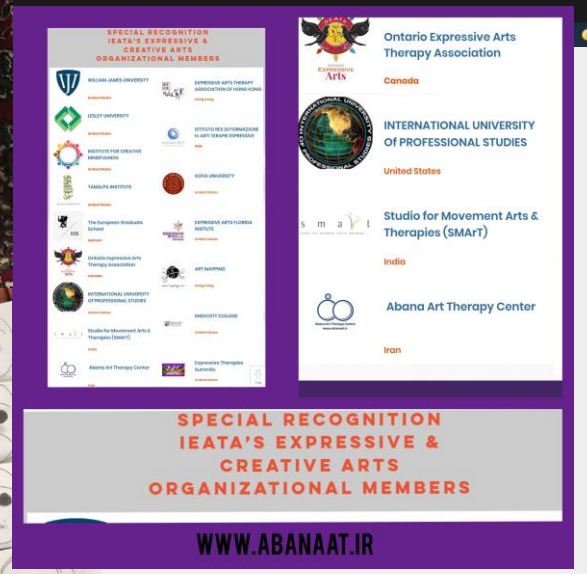
SPECIAL RECOGNITION
IEATA'S EXPRESSIVE &
CREATIVE ARTS
ORGANIZATIONAL MEMBERS
Ontario Expressive Arts Therapy Association
Canada
INTERNATIONAL UNIVERSITY of PROFESSIONAL STUDIES
United States
Studio for Movement Arts & Therapies (SMArT)
India
Abana Art Therapy Center
Iran
SPECIAL RECOGNITION
IEATA'S EXPRESSIVE &
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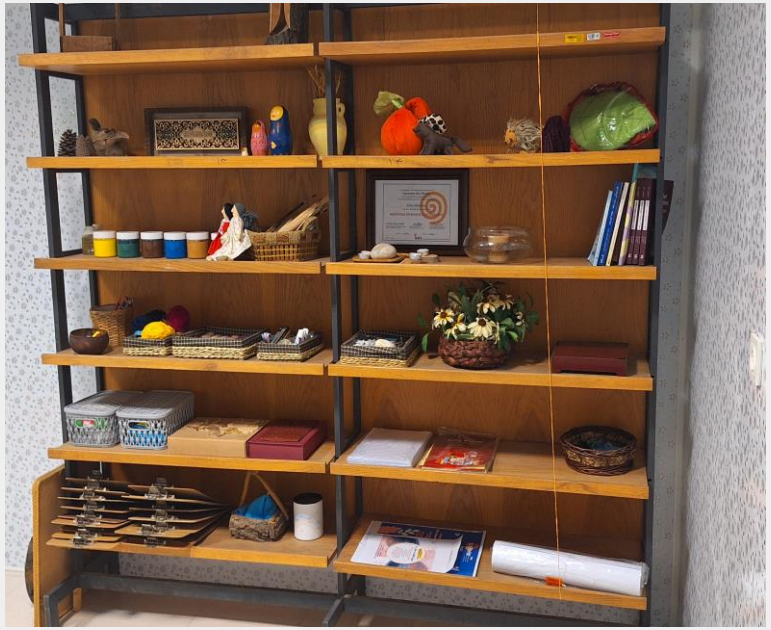
ORGANIZATIONAL MEMBERS
WWW.ABANAAT.IR



Future Goals:

Creating a Broader Platform for Mental Health and Art in Iran and the Middle East(Addressing Pressures from War, Sanctions, and Economic Challenges Utilizing Art Therapy and Creative Arts to Provide Services)

THANK YOU

www.abanaat.ir