



Colors of Memory Project seeks to resignify mourning through painting

Use art to help overcome grief. This is the proposal of the initiative of the Cemetery and Crematorium Morada da Paz entitled "Colors of Memory", a project started in 2018, aims to promote painting workshops directed to people in mourning.

The professional responsible for the workshop is the artist César Rhasec, professor of Arts graduated in the Federal University of Rio Grande do Norte and specialist in plastic arts and drawing. Rhasec has exposed screens and sculptures in the cemetery Morada da Paz. "During the lessons, I was not only concerned with transmitting the correct techniques, but also, letting the participants feel free to express themselves and understand how each new trace marked on the screen contributes to the process of relief". explains the artist.

The workshops taught painting techniques and showed participants how to express feelings through art. All together, there were more than 10 classes that contributed to the process of overcoming mourning and resigning feelings.

The paintings made during the meetings promoted by the Colors of Memory project culminated in an exhibition that was held on November 2, the Finados' Day (All Souls' Day), the date on which the Morada da Paz registers the largest flow of visitors of the year. There were more than ten classes that contributed to the process of overcoming mourning and resigning feelings with the families who were visiting our cemetery. The exhibition had more than twenty screens, all of them elaborated by our clients and guided by the plastic artist César Rhasec.

Etiene Alves, one of the participants, says she felt the change after the classes. "In the classes, I was able to release what made me feel in pain. Now I feel a large connection and I see the art I made as a tribute". she says.

During the exhibition of the works of art in the cemetery, several clients had the opportunity to carry out the visitation and to perceive up close, the care and care expressed in the works exhibited in a totally structured place for the presentation.

The screens were visited by several clients in the cemetery. Some of them have



shown a great deal of interest in the initiative and have reinforced the importance of work for all who make constant visits to the cemetery.

According to the psychologist of the Grupo Vila Mariana Simonetti, all artistic expressions help in the process of re-signification of pain. "Music, art, literature, painting and so many other expressions are fundamental in moments of fragility". In the case of the Colors of Memory workshops, which worked with the painting, the participants had the freedom of expressing their feelings in the screen. Having this space is important", emphasizes the psychologist.

Photos people attending workshops: The workshops were held in the premises of the funeral home

Location of the exhibition



Customers doing the art works



Customers apprehending their work of art



Category 2: Leadership and Staff Professional Development