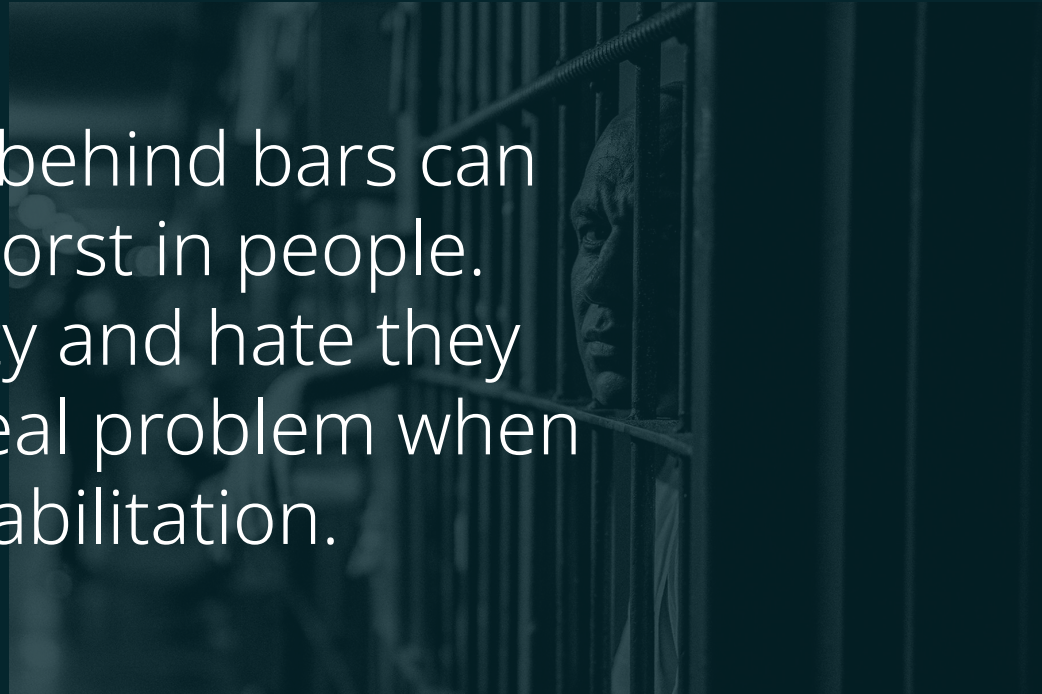




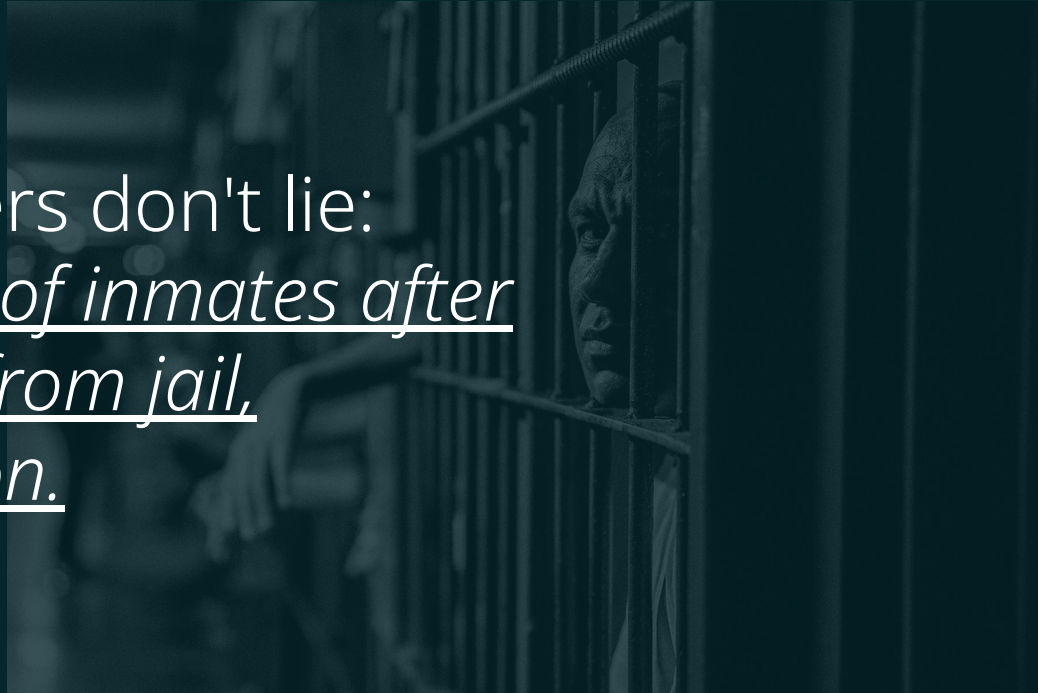
CLAY FOR THE BRAIN PRESENTS:

USING ART TO GIVE INMATES A SECOND CHANCE

Spending time behind bars can bring out the worst in people. All the negativity and hate they face can be a real problem when it comes to rehabilitation.



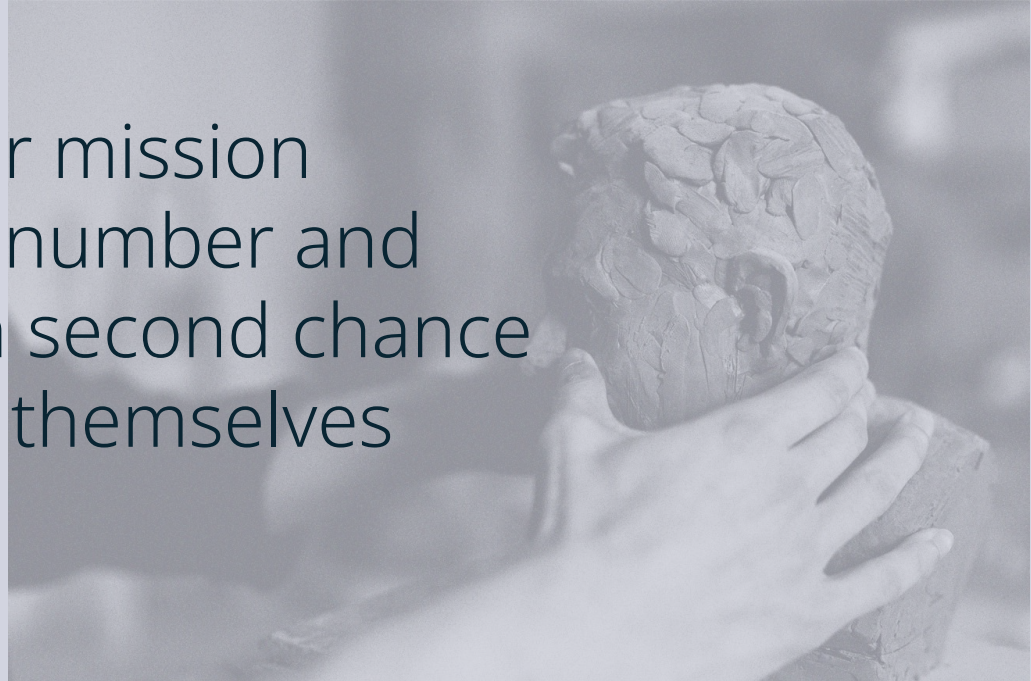
And the numbers don't lie:
more than 75% of inmates after
being released from jail,
go back to prison.



Clay For The Brain believes that a lot of good things come out of people when they are given the opportunity to express themselves creatively.

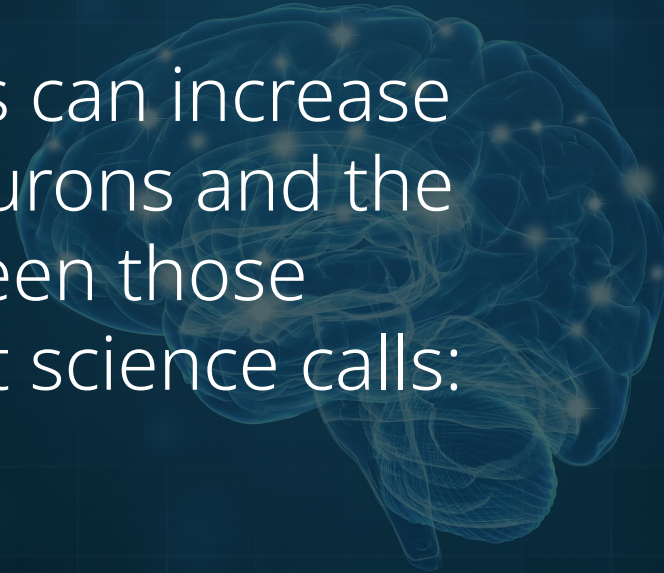


That is why our mission is to drop this number and give inmates a second chance to rehabilitate themselves through art.

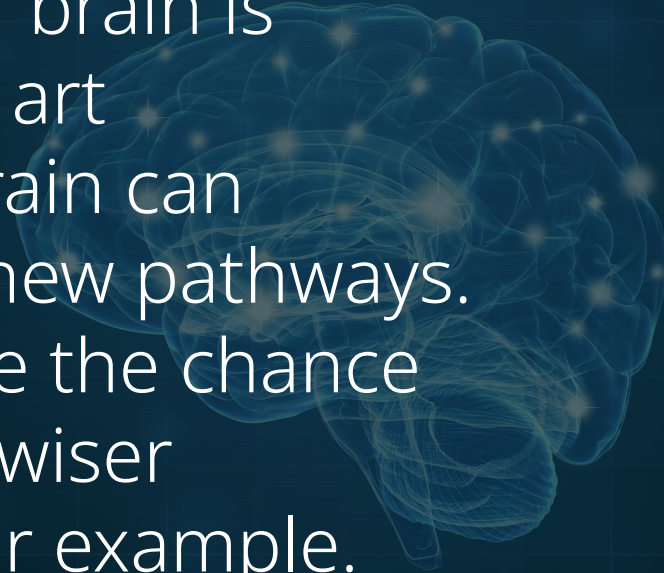


BUT HOW?

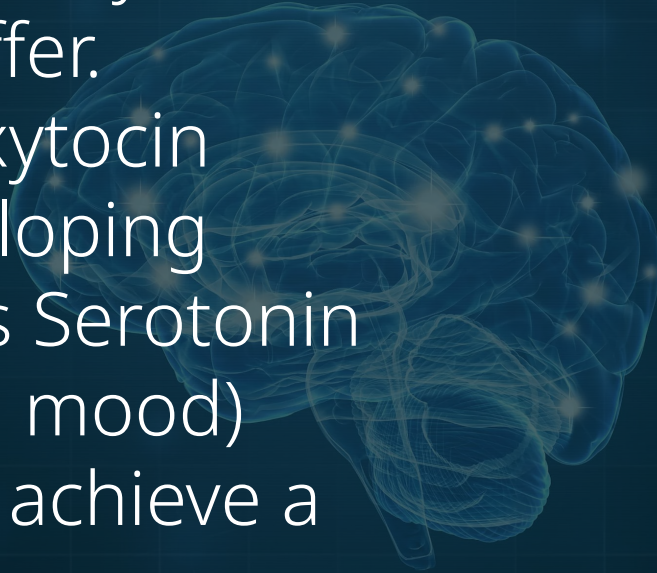
Sculpting activities can increase the number of neurons and the relationship between those neurons. It is what science calls: "Neuroplasticity".



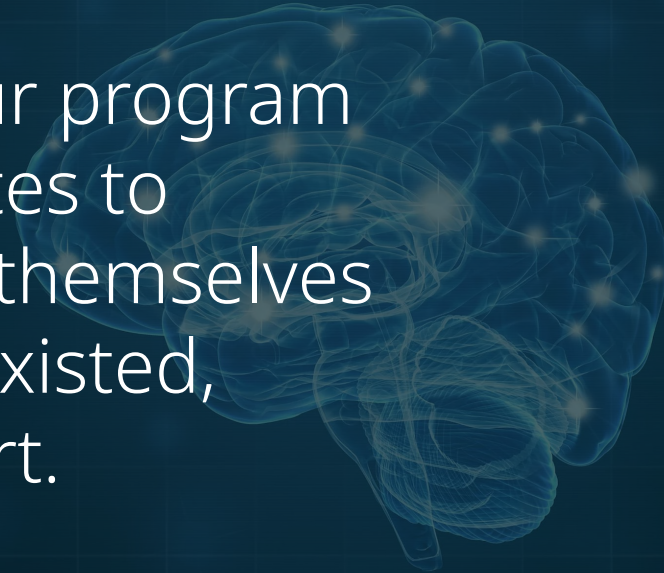
If one area of your brain is damaged, though art stimulation, the brain can retrieve, creating new pathways. Which can improve the chance of people making wiser decisions in life, for example.



But that is not the only benefit sculpting has to offer. It also enhance Oxytocin (helping with developing empathy), releases Serotonin (increasing a good mood) and Dopamine (to achieve a feeling of reward).

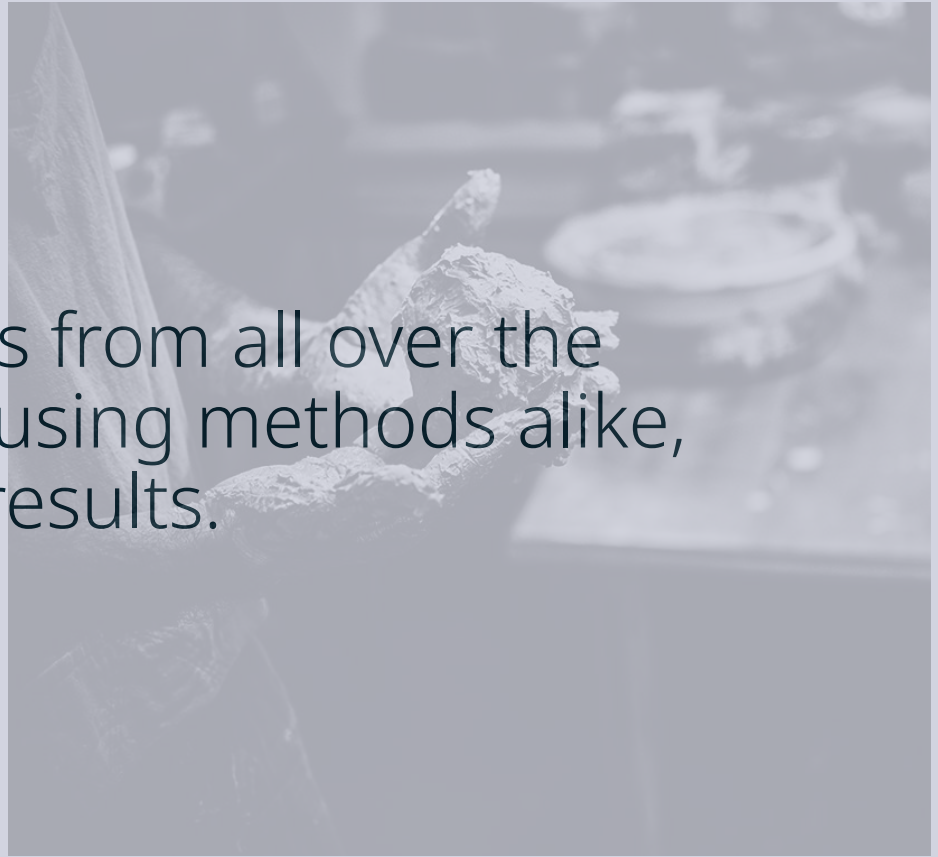


In other words, our program will help the inmates to discover a part of themselves they didn't know existed, a softer/kinder part.



And the art therapy we use not only to help the inmates to rehabilitate themselves, but also helps to decrease the violence inside the prison, once the inmates become less stressed, and starts having more focus and goals on their lives, getting back to their identity, increasing their chances to reintegrate into society.

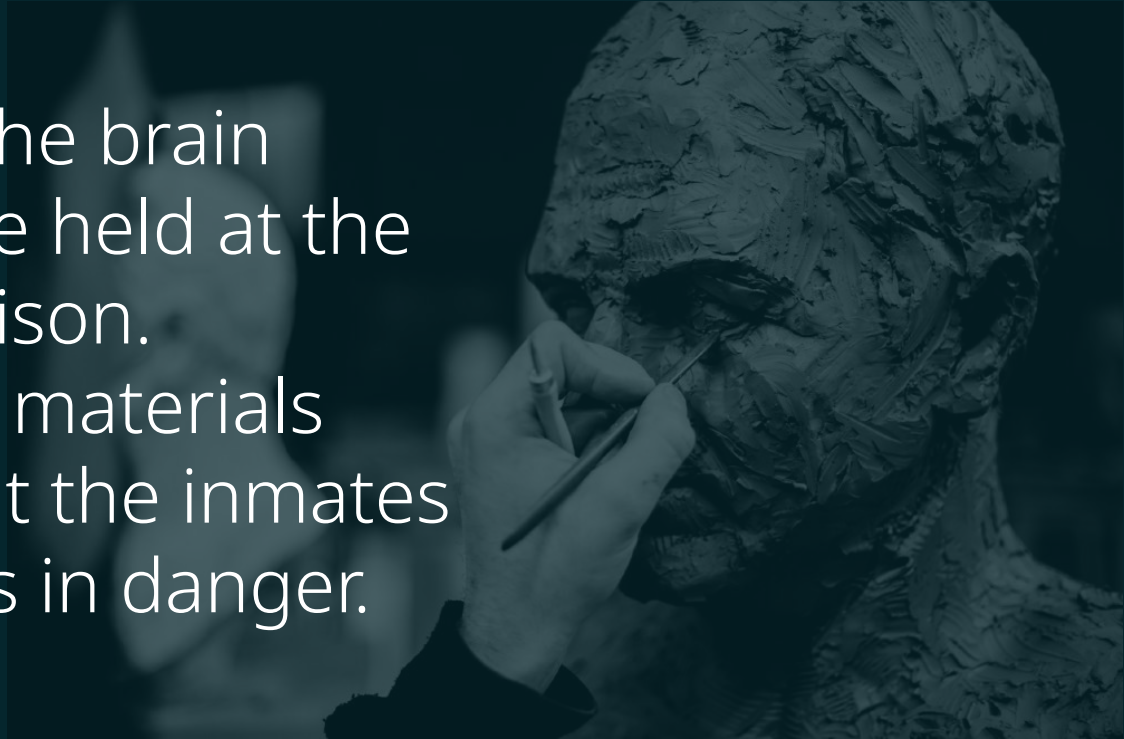
That is why prisons from all over the world are already using methods alike, with outstanding results.





WHAT IS NEEDED?

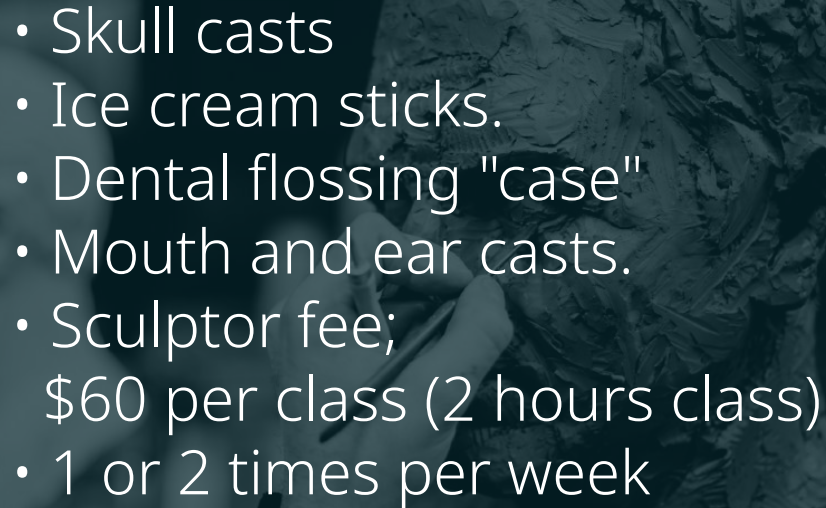
The clay for the brain
classes will be held at the
institution prison.
Always using materials
that won't put the inmates
or the guards in danger.



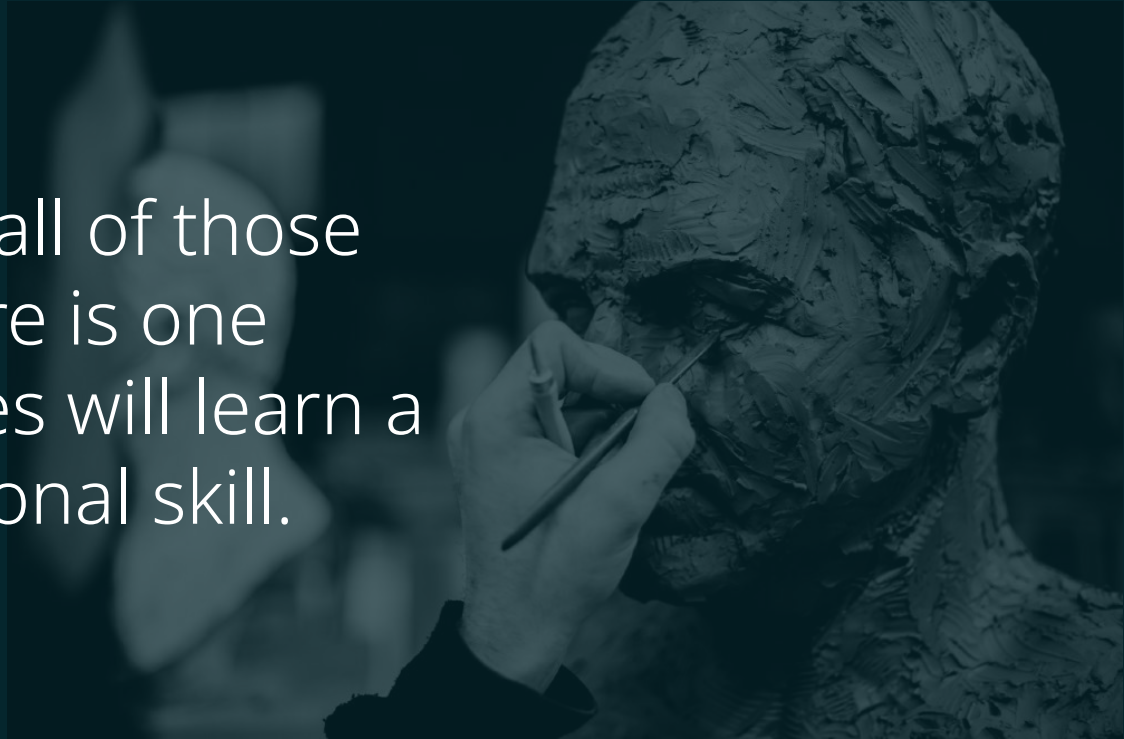
Materials needed,
Investment:



- Kiln
- Water based clay without grog
- Plastics spoons
- Sculpting stands
- Bellpepers
- Nose casts

- 
- A person is shown in profile, focused on sculpting a clay skull. The skull is highly textured and appears to be made of a water-based clay. The person is using a tool to refine the features of the skull. The background is dark and out of focus.
- Skull casts
 - Ice cream sticks.
 - Dental flossing "case"
 - Mouth and ear casts.
 - Sculptor fee;
\$60 per class (2 hours class)
 - 1 or 2 times per week

And besides all of those benefits, there is one more: inmates will learn a new professional skill.

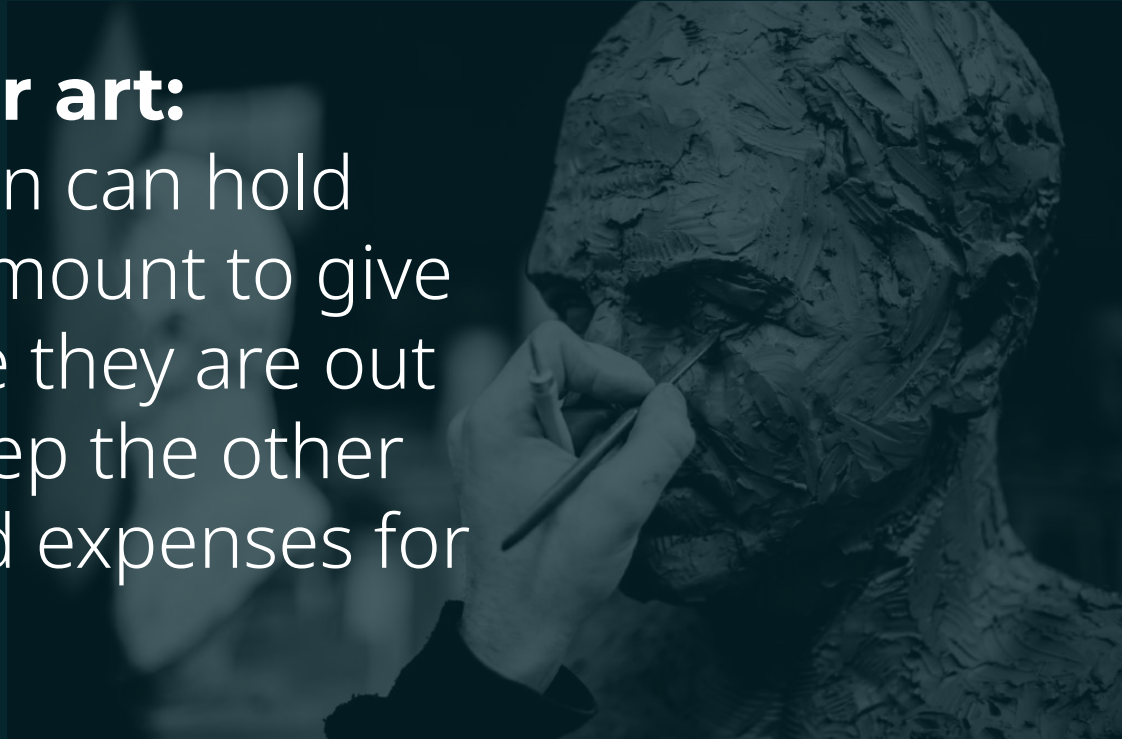


Art can also be a new start
for them once they do
their time, it can be giving
classes, selling art, etc...



Selling their art:

The institution can hold 50% of the amount to give to them once they are out of jail and keep the other 50% to afford expenses for the program.



WHO IS RODRIGO ARTILHEIRO

Clay for the Brain

CEO



Rodrigo Artilheiro
is a professional
Sculptor that have
works displayed
across the Globe.



In 2019 Rodrigo was requested by C.T Vivian's, Civil Rights Movement Icon, Martin Luther King Advisor and close friend.family to sculpt him in bronze and today the bust is displayed at the Atlanta History Center Museum.



In 2022 Rodrigo
Sculpted and displayed
in Be'er Sheva, Israel, the
third Woman from the
20 century to become a
Leader of a Nation, the
Israeli former Prime
Minister, Golda Meir.



Now Rodrigo is bringing clay for the brain for institutions such as Covenant House in Atlanta, teaching youth homeless, how to sculpt and Clayton County Public Schools in Atlanta also.



Next Goal is to bring Clay
for the brain for the
inmates in Atlanta.



Rodrigo Artilheiro is a
POST Certified Law
Enforcement Instructor,
he Teaches Officers how
to arrest suspects using
necessary force and not
using excessive and
deadly force,
now Rodrigo is bringing
to the inmates a chance
to come back to society
through art therapy.



When Rodrigo was in Israel, he was at the I24News Internacional Television, speaking about the benefits of clay for the brain for PTSD and other Diseases.







CLAY
FOR THE
BRAIN
by
*Rodrigo
Art*