

Presentation: Art , Technology and Community Projects

Duration : 1 hour

Proposal : The presentation deals with every day subjects in a different perspective : how to use Art as a tool for self and relationship development . This is the real story of an executive working for more than 23 years in the information technology area that discovers the visual arts and community affairs world.

Objective : to motivate the audience, using the creative process to develop both sides of the brain; using intuition to become more complete, productive and happy human being.

Content : Milton Jeronimides, executive of an information technology corporation, describes the process where he found out painting and visual arts that are now part of his life. He graduated as an Electronics Engineer from Catholic University(Rio de Janeiro – Brazil) and he obtained his Master Degree of Computer Science from the Manhattan College of NY. Some years ago, he felt the need to seek for other activities where he could develop his intuition, perception and get in touch with the human side of the business. At this point he started intensifying his Artistic Productions under the guidance of masters such as Elias Murad, Tuneu, Peticov and Fingermann. He is known now by his artistic name : Jeron.

The executive tells his experience on how precision and objectivity mix and match with art. Art x Mathematics . Precise formulas X Intuition. Sensitiveness. People Management. Listen X Hear. Look x See.

The brain : each side has different characteristics and influence : the left side is logical and verbal ; the right side deals with emotions and sensibility.

How technology can influence the creation process. How Art can change the decision making process in a large corporation. Art and technology are complementary.

In Art Jeron uses some characteristics from an executive : objectivity, business plan, Search for the Creative Process , 90% Transpiration X 10% Inspiration

In the business scenario, Jeron is able now to handle pressure with more flexibility. The developed the ability to question beyond the obvious, to see the hole picture out of the box.

Today he uses the best of both worlds .

Technology (Internet) allows us : to send and receive information in seconds. Quickly receive feedback regarding the art production. Access information and propagate the art work globally.

How can we separate technology from art? How to live with only one of them? They balance each other.

The right to make a mistake doesn't exist in the world in general especially in Technology. But in Art most of ACHIEVEMENTS are products of an error. Only those who PRODUCE make mistakes. In each mistake you discover the right path which permits us to create on top of it that reaching FULLFILMENT. What matters is not ENUNCIATING but ENUNCIATION. The constant doing and undoing is the TRUE PROCESS, in between them you get the REAL message... The Artist paints with his look and this look determines if the act should prevail or not. The prepared look of that who is an ARTIST.

Since 2002, JERON, has been developing artistic activities with children that are assisted and aided by the Division of Educational and Rehabilitation of Communication Disturbances of PUC-SP DERDIC (<http://www.derdic.pucsp.br/>). This work has been carried out in a joint procedure with professors and entity directors. It aims at stimulating expression in deaf children through plastic art instruments and visual art in general. During the presentation, Jeron talks about this unique experience : working with Art, Technology and community projects.

[Information : 55-11- 8105-1000](mailto:55-11-8105-1000) ou jeron@jeron.com.br