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ITOSA

Innovative **T**echniques of **S**eniors **A**ctivation

Press release

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Consortium:

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International Training for Adult Educators - Neurographica for Activation of the Elderly

Date: 4 and 5 June 2025

Location: Sofia, Bulgaria

The ITOSA training was held in June 2025 at the "Social Innovators event space" in Sofia, Bulgaria. This two-day creative experience brought together participants from Cyprus, Poland, Serbia, Italy and Slovenia to introduce them to a new and innovative method for senior activation – Neurographica.

This event was led by Gergana Deenichina from InterArt Foundation (Bulgaria), who presented the method and guided participants through how to apply it in their work with seniors.

The first day was dedicated to understanding the principles of Neurographica and, of course, trying it out. This method combines drawing, psychology, and neuroscience to stimulate creativity, emotional balance and cognitive activation. Participants explored firsthand how the drawing process can inspire reflection, bring clarity and sense of inner calm.

On the second day, the focus shifted toward practical application - learning how to use Neurographica as a tool for engaging and empowering seniors. Participants discussed the necessary materials and environment, ways to introduce the method, and how to adapt it to the specific needs of older adults. The group also shared ideas on how this creative approach can foster engagement, confidence, and connection among seniors.

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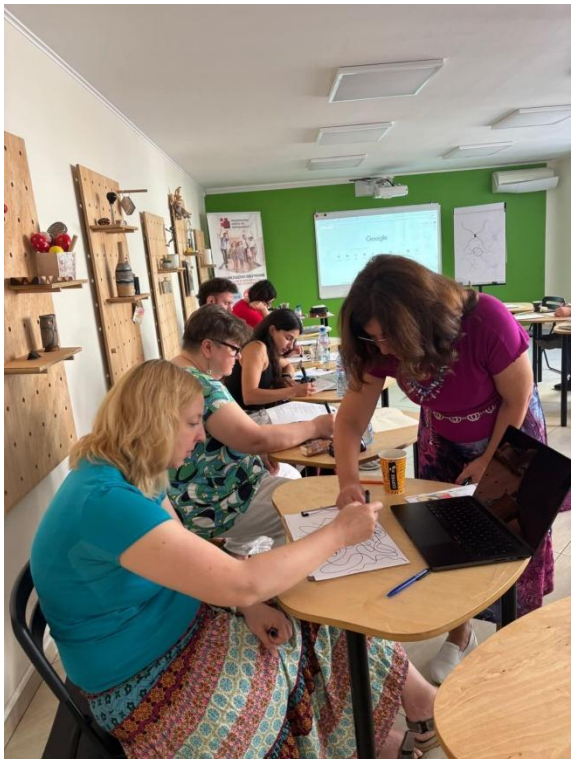

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