

AMS Explores the Art of Living

AMS Production Group recently wrapped a 26-week series of 30 minute episodes, *The Art of Living Gallery*, exploring the healing effects that accompany the creative process – both art and music. The series was produced for the Veria network, a subsidiary of Zee TV, whose programming focuses entirely on healthy living and wellness.

The Art of Living Gallery brings to life both the art and science of art therapy. Each episode features engaging, real-life stories of individuals using art and their creative energy to feel better. Art therapy uses the creative process of art to improve the physical, mental and emotional well-being of people coping with a wide range of health conditions, including depression and mental illness, cancer and other chronic diseases, addiction, abuse and violence.

"Wonderful stories," says Eric Young of Veria. "It was quite a revelation regarding the efficacy of creative stimulation."

"We're delighted to be involved with Veria and producing programming that truly has heart and soul," says Mark McGovern, VP of Creative Services at AMS. "Through the *Art of Living Gallery* we've met some very incredible people that we're excited to introduce to viewers. I think everyone who tunes into *The Art of Living Gallery* will be moved and experience something truly unique and refreshing on television."

"The heart of *The Art of Living Gallery* lies with finding talented artists who are willing to share their stories," says Tom Rubeck, the series producer. "The show is an example of how people have used artistic creation in their everyday lives to overcome many obstacles, both physical and emotional."

Veria Network, a subsidiary of Zee TV, is a new brand committed to physical and emotional well-being, natural healing, and the pursuit of a healthier, happier, and longer life. Veria is a complete source for natural products and services, an interactive online knowledge base, and a dynamic new TV experience ... all developed with one goal in mind: to introduce physical and mental wellness to the millions of people seeking to discover their path to better living.