

Hello Gestalt!



The brief

Mission:

To increase Gestalt's brand awareness in Sweden, to rouse interest in Gestalt's holistic practices and enrol interested parties or businesses into their courses.

Challenge:

To present Gestalt's professional services in a more experimental and digital form.

The process



Insights

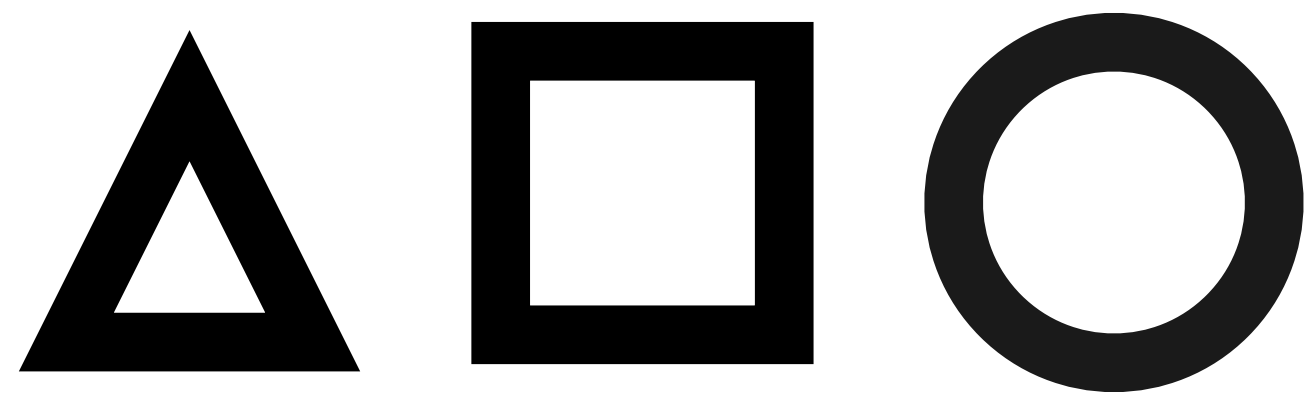
Gestalt is a theory of human perception that has created an explanatory model of the complex processing performed by the brain when forms are being generated in the mind from sensory information.

A modern identity

BAUHAUS

In the Bauhaus paradigm designs are created around the ideas of simplicity, consistency, economy, and subtlety. Aesthetics is given by functionality and by how diverse a range of users find a design to be pleasing.

Bauhaus is design oriented towards industrial practice and it integrates art into technology. It encourages openness, creativity and experimentation.

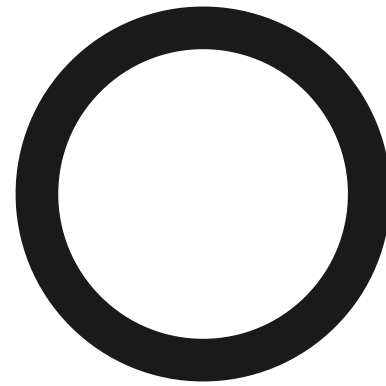


GESTALT

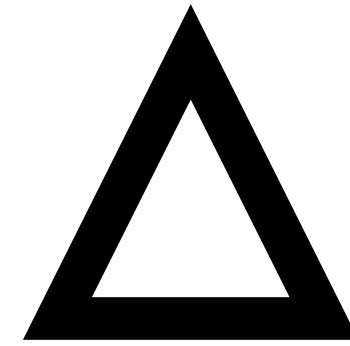
Gestalt is a theory of human perception that has created an explanatory model of the complex processing performed by the brain when forms are being generated in the mind from sensory information.

By understanding how humans make sense of the things they interact with, objects and experiences can be designed to suit their processing systems.

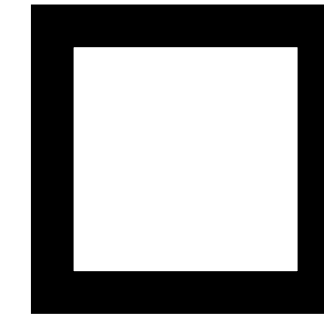




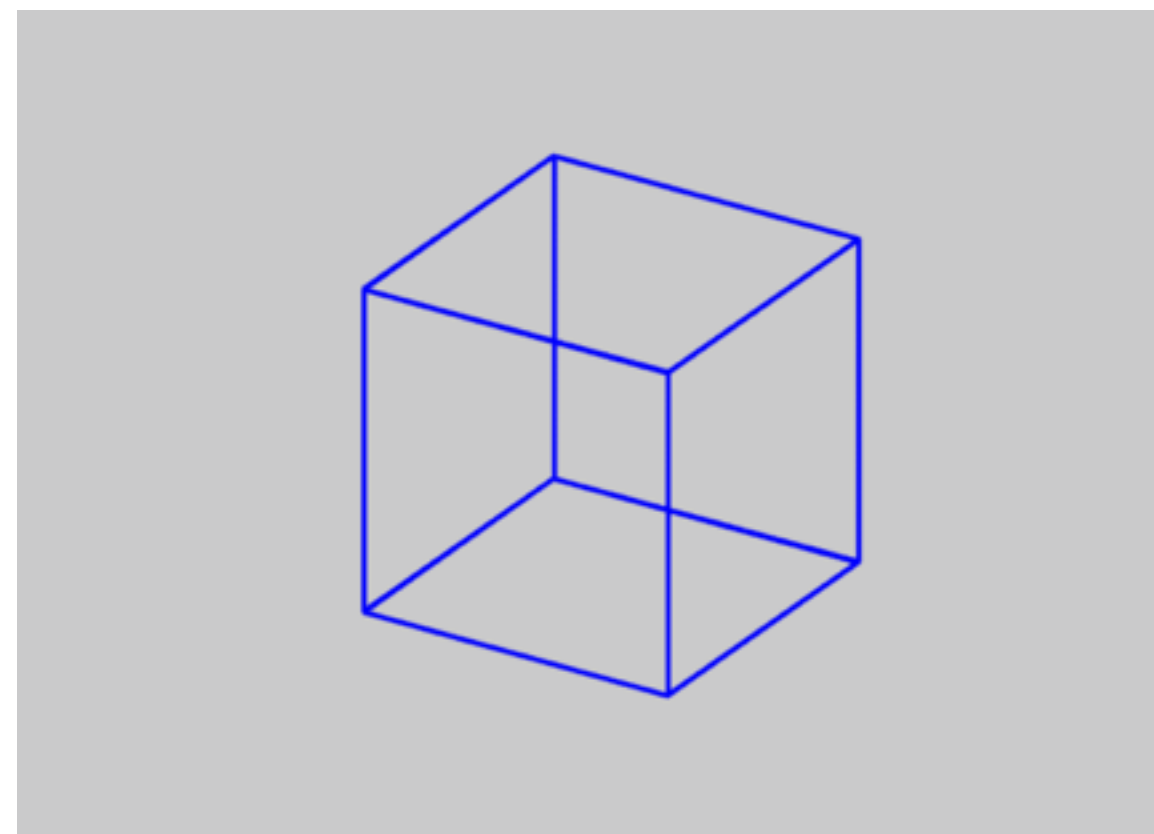
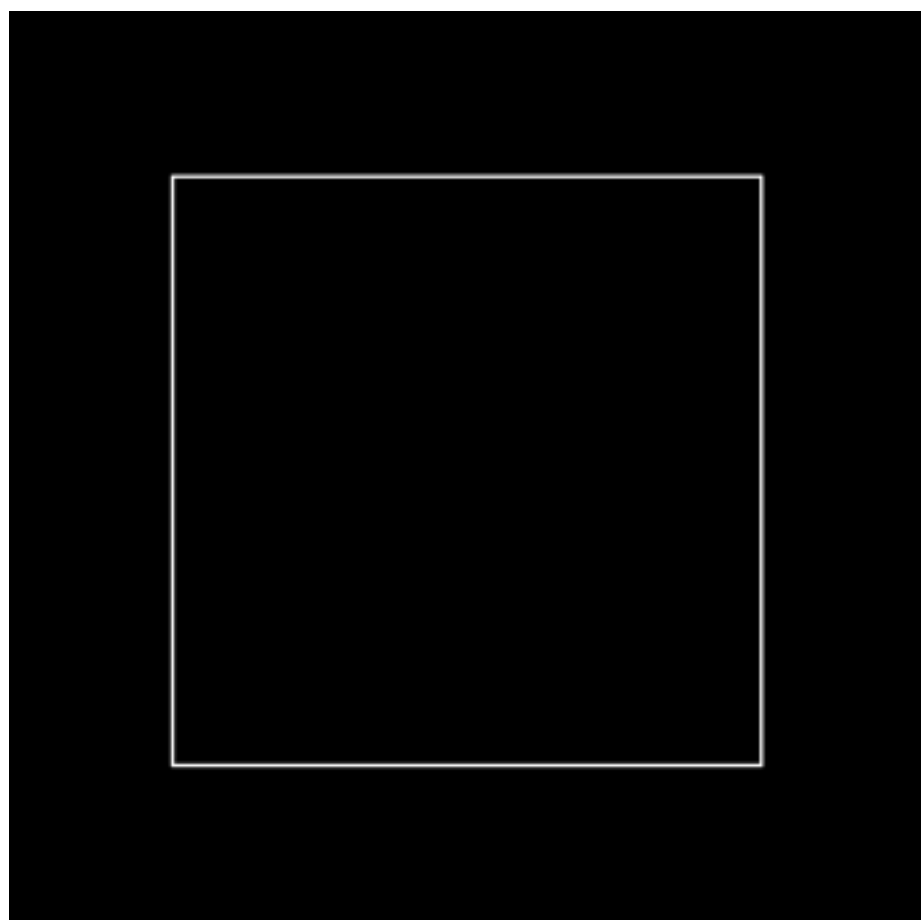
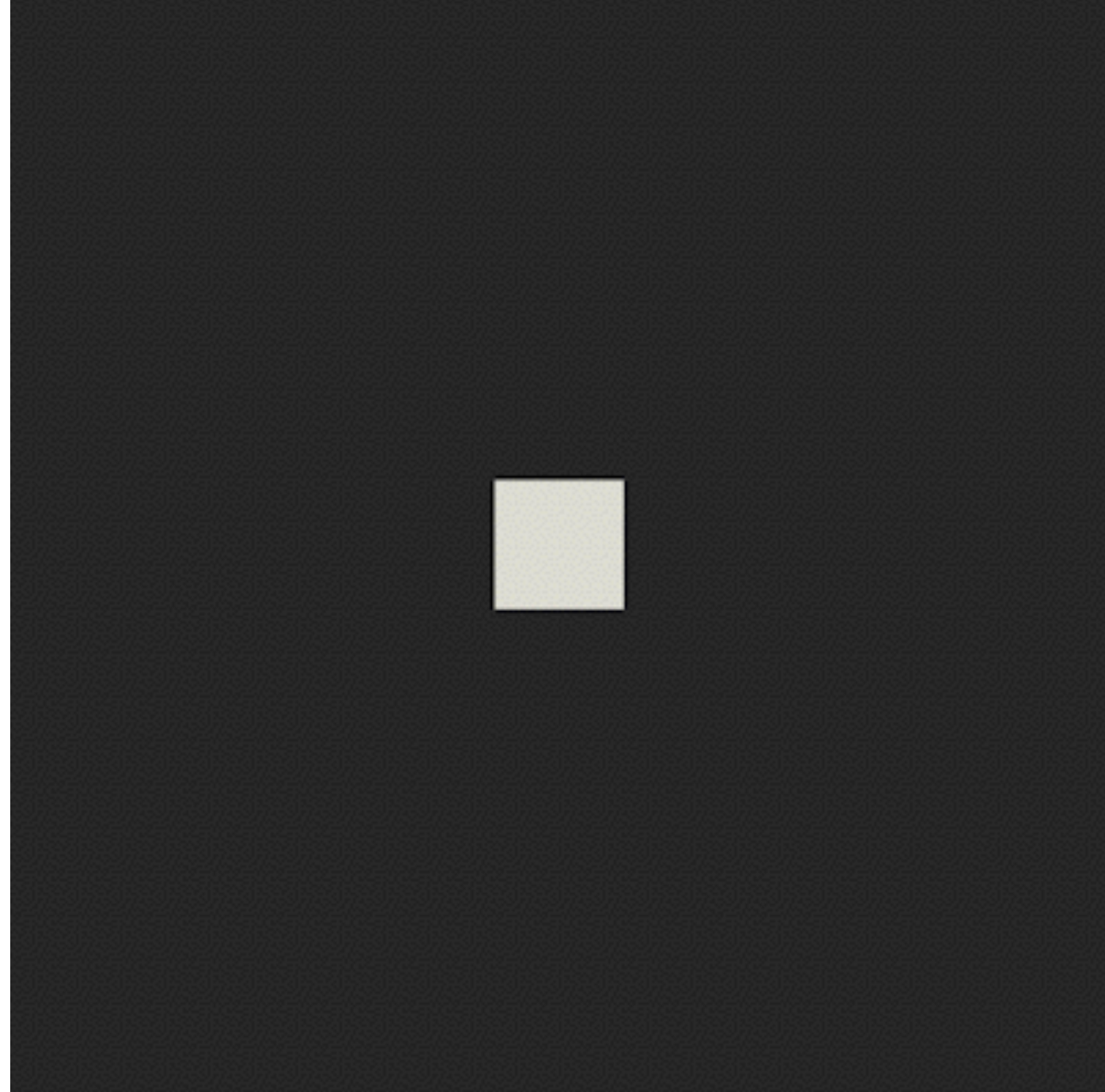
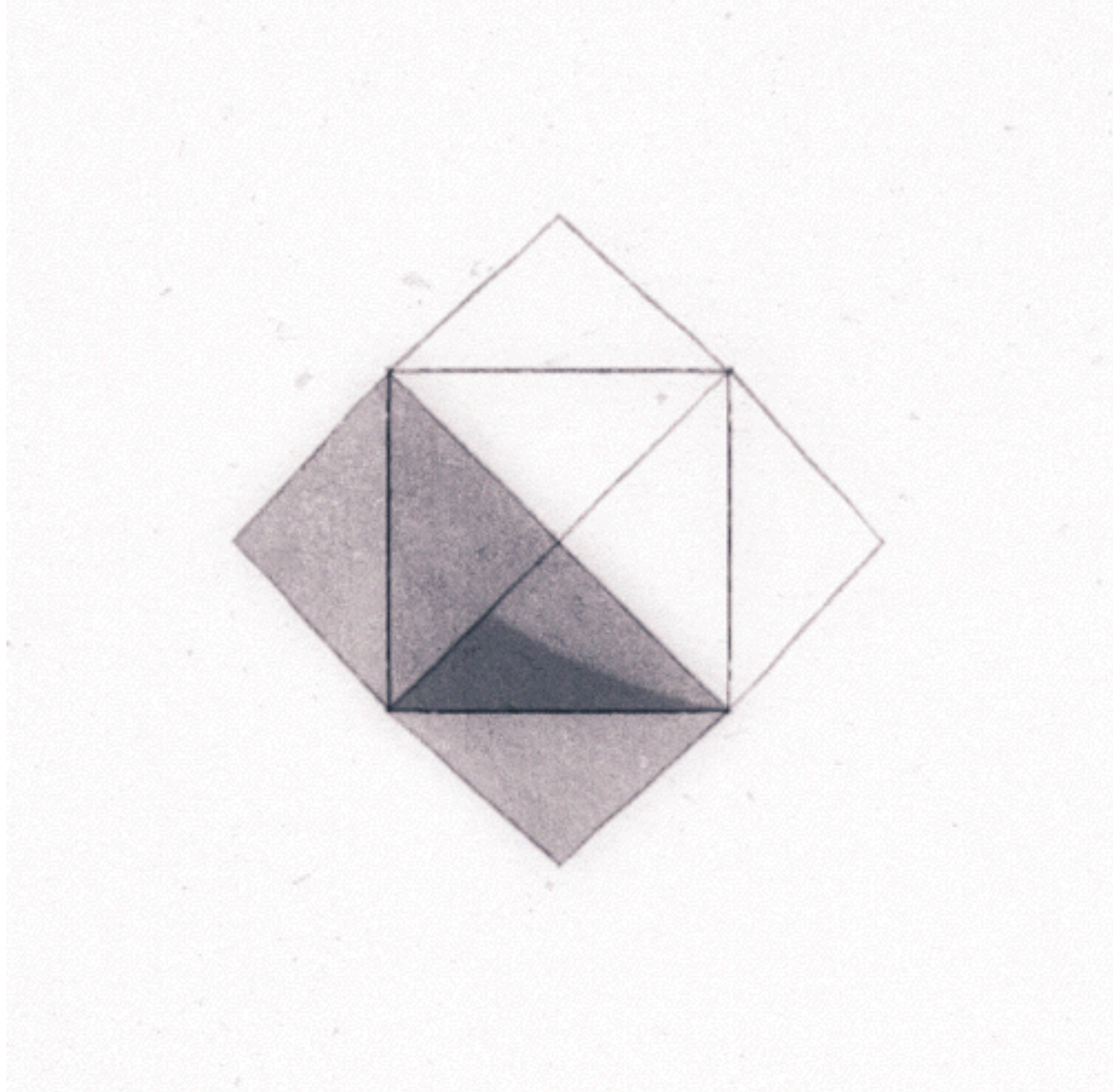
Person



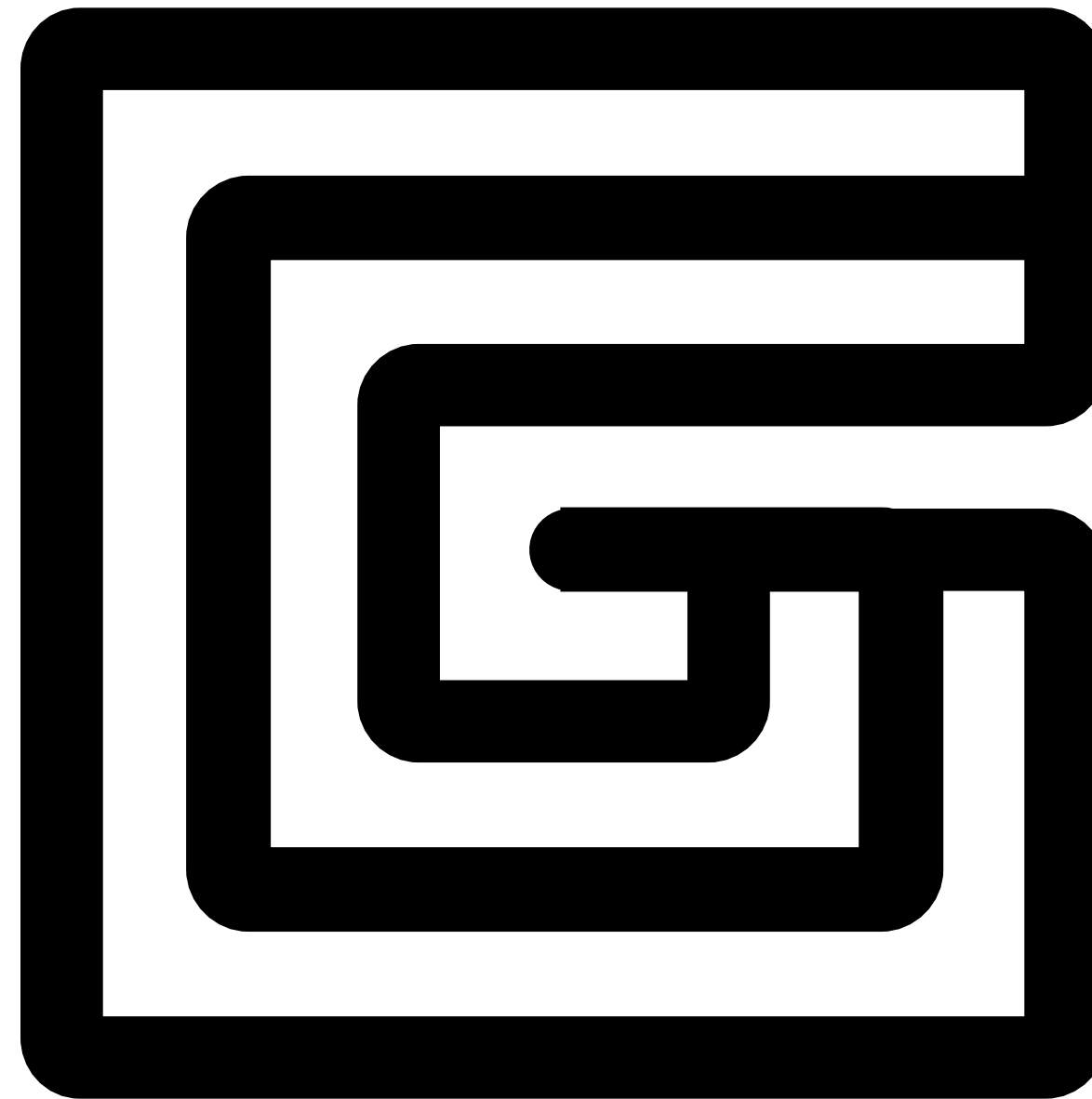
Therapist



Method



The symbol



The logotype





The digital experience

Gestalt in Sweden

Psychologist Anywhere Anytime

0:04

05:30

Current management training to lead processes, not people
Ep. 129 - Håkan Nilsson

Psychologist, Anywhere Anytime

Gestalt Therapy is a type of psychotherapy that focuses on now experience in the now, the therapist-client relationship, and personal responsibility. In Gestalt Therapy, it is only possible to truly know oneself as we exist in the here and now and in relation to other things. This focus on the experiential present moment, the here and now, is in contrast to other therapeutic approaches which look at the past, the unknown and even unknowable.

Gestalt therapy is about the aliveness and excitement, the awareness of choice everyone has in creating their lives.

The objective of Gestalt Therapy, in addition to overcome symptoms, is to enable the the client to become more fully and creatively alive and to be free from the blocks and unfinished issues.

Gestalt therapy falls in the category of humanistic psychotherapies. Please recognize that Gestalt Therapy is based on an elaborate theory that has developed since the 1940s and also note that the real practice of Gestalt Therapy is based in the personal experience of both the client and the therapist.

Training

Gestalt Academy offers the widest range of training courses in the form methodological basis

Find Out More →

Seminars / Workshops

Gestalt Academy Tuesday Seminars offer the latest in Gestalt theory and practice.

Find Out More →

Gestalt Methodology

Holistic, interaction and dialogue are the focus of the figure methodological approach and working methods.

Get Insights →

About Gesalt in Sw

Gestalt Academy is a non-profit foundat Board is an ethical council tied.

Read More →

Therapists in Education

Our Gestalt therapists during training offer individual Gestalt therapy at a reduced fee, 400 SEK / hour incl. VAT.

Get Started Now →

Podcasts

Now I have been studies on Gestalt Academy of Scandinavia in two weeks. It sounds it. Everything felt quiet as long as Kiki was there and was able to

Listen More →

Organizations Pro

We offer an in-depth qualified three-year support and lead the human processes

Get Started Now →

Our Ethical Codes

- Each person is a unique and valuable individual to be treated with respect
- Everyone has the right to self determination
- Differences are seen as a resource and an increased awareness of different power structures sought. With power structures referred nationality, ethnicity, gender, sexual identity, LGBT, disability, age , language, social and economic status, and spiritual / religious beliefs
- All People Are Equal

Reasons to Get Onboard

- Purpose and Objective

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- Methodology and Pedagogy

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- Training Place

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Personal Development

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SIGN UP NOW

Organization Plan

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SIGN UP NOW

Questions? We'd love to speak with you.

We're here to answer your questions, discuss Gestalt's benefits strategy, develop partnerships and provide career opportunities to people who share our vision for a better mental care experience. Email us at info@gestaltakademien.se

Subscribe to our Newsletters

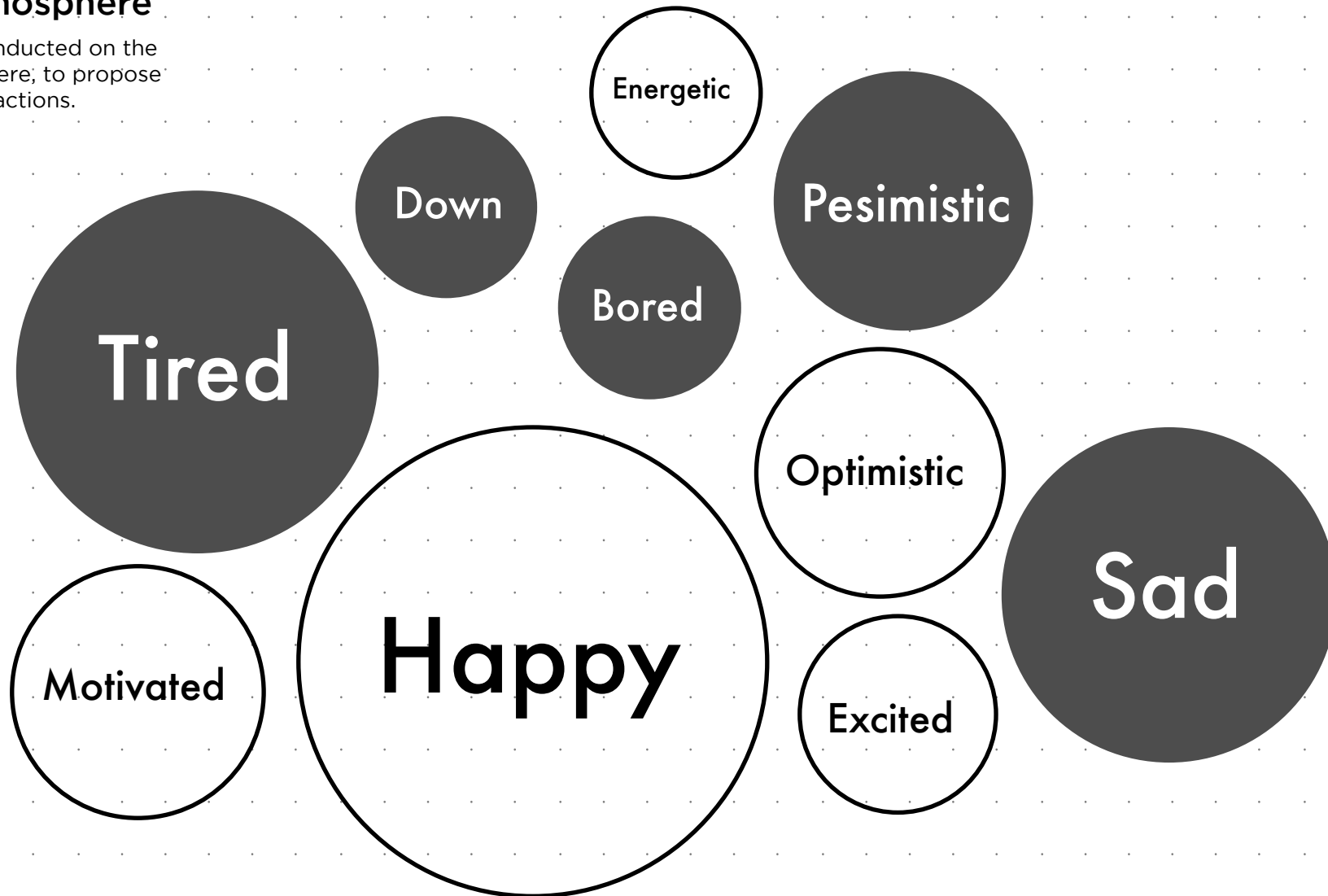
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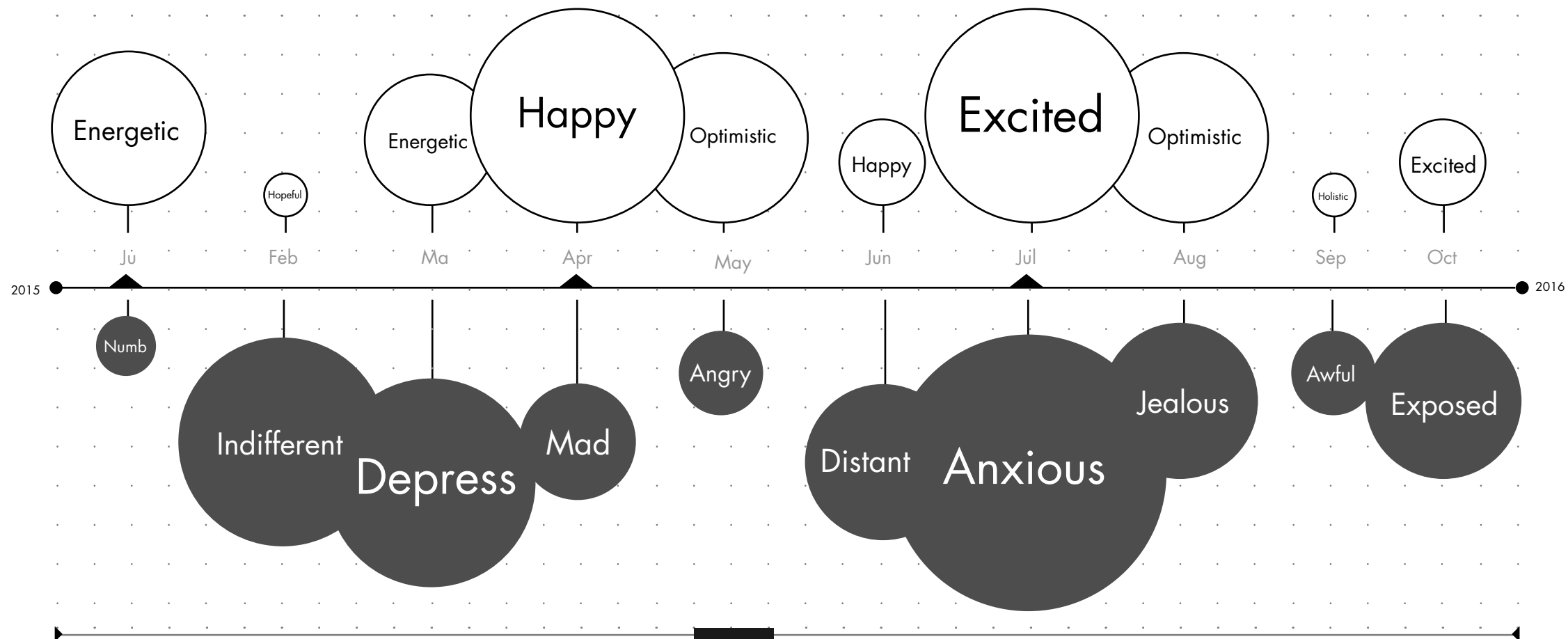


**What is your strong
feeling today?**

Work atmosphere

A survey is conducted on the work atmosphere, to propose improvement actions.





Work climate in the Company from
2015 -2016

○ Positive feelings
● Negative feelings
▲ Gestalt therapy