

736 IDEAS 4 A DREAM

Mijn thuis, Europa,
vrij van sociale
uitsluiting

www.736ideas.eu



Annex to the Methodological guide by Art 27

1. Art 27 agreed with the concept of social exclusion as it is stated in the Guide.

The Methodological Guide as it was proposed in Gela (Italy) is a useful instrument to get started. The theoretical terminology on “Social exclusion / inclusion” came to live by examples, through rather simple words and challenging images.

Before using this Methodological Guide in the different groups, Art 27 translated the main issues and made a standard paper with the basic approach on it.

This summary was spread throughout the town of Heusden-Zolder in the local news bulletin, the community website, secondary schools, library, youth centre and cultural centre.

The Methodological Guide was the main instrument to start with. During some meetings, people focused on more detailed questions, depending on their own background or activities and needs. For that reason, we organized some workshops with the focus on some aspects of the “social inclusion / exclusion” matter.

For example :

- Workshops on Human Rights as an instrument to conquer social exclusion
- Workshop on water, hygiene and healthcare, considered as important issues in social exclusion
- Workshop on democracy, social cohesion and identity
- Workshop on feelings and fantasy (see also art watchers mobile gallery)
- Workshops on environment and economics
- Workshops on education and life long learning



Conclusion :

Depending on the social situation and the age of the participant, participants made their own choices and put their own (live experienced) accents. It was important that the animators of Art 27 made this possible and approached those (who were open for that) as living experts on the issue. The making of a postcard was the second step ... sometimes more difficult than the first. The question “I don’t know how to do it” was the main issue to overcome after a while.

The methodological guide gave some good and simple ideas to work with.

2. Organizing the local workshops:

From the very beginning, Art 27 worked on different levels and with several methods for different target groups. Time was short, planning had to be strict because the expectations were high ...

2.1. First step : meeting with the representatives / public servants of Heusden-Zolder.

From the first steps – the proposal of the project : application form – the responsible public servant dealing with the “European” issues, was involved. This community service is a part of the department “Social wellbeing and local economy” ... the right place to get support for this project idea.

The meeting resulted in some concrete and useful agreements :

- Article in the news bulletin of Heusden-Zolder, posted in every postbox.
- Article on the website of Heusden-Zolder
- Mailing to the secondary schools in the region
- Cooperation in the organization of the “736ideas contest”
- Cooperation with some community services : youth, culture, seniors ...
- Contact with the regional TV-station TVL – TV Limburg – to go to a talk- show to promote the project.

2.2. Second step : meeting with possible “multipliers” in Heusden-Zolder and region.

- Youth centre : social inclusion – chances for you?
 - meeting with young adult girls and mothers
 - kickoff for the project idea - multiplying an idea
 - method : projection – You Tube film, discussion and contest proposal
 - everyone can take free initiative to work on this theme
- Meeting centre : Future of Europe – what to do on social exclusion ?
 - meeting with adults of different origin and social background
 - kickoff for the project idea - multiplying an idea
 - method : round table with coffee and cake, discussion and contest proposal
 - everyone can take free initiative to work on this theme
- Meetings with artists living and / or working in the region around Heusden-Zolder
 - meeting with artists
 - kickoff for the project idea - multiplying an idea
 - method : round table, discussion and contest proposal
 - everyone can take free initiative to work on this theme



2.3. Third step : launching the contest.

- Announcement in the news bulletin of Heusden-Zolder, posted in every postbox
- Article on the website of Heusden-Zolder
- Mailing to the secondary schools in the region
- Announcement / article on the popular, private internet newspaper www.heusden-zolder.eu



736ideas4adream
New ways of communication and dialogue amongst members of the European Parliament and its citizens, together in the fight against social exclusion

736 ideeën voor een droom

Droom mee, maak een postkaart en win een trip naar Barcelona.

Art 27 vzw was te gast in Gela, Sicilië / Italië op uitnodiging van het Europese project "736 Ideeën voor een droom". Het project wil de Europese bevolking – jij en ik – aan het woord laten over "sociale uitsluiting" en wat er aan kan gedaan worden. Het opzet is simpel en duidelijk : de 736 Europarlementsleden krijgen allemaal een postkaart toegestuurd met daarop 1 duidelijke boodschap die een oplossing voor een probleem voorstelt. Geen grote slogans dus, geen grote analyses : gewoon direct, simpel en duidelijk ... en mooi gebracht!

Op zondag 9 mei - Dag van Europa - zullen de postkaarten die gemaakt werden door de deelnemers uit de deelnemende landen, worden tentoongesteld op een centraal plein in Barcelona. Alle Europarlementsleden zullen minstens 1 boodschap toegestuurd krijgen; wie welke boodschap ontvangt, bepaalt het publiek.

Art 27 vzw en het gemeentebestuur nodigen iedereen uit om tegen 26 maart 2010 een postkaart te ontwerpen met een duidelijke en eenvoudige boodschap rond de gedachte van "opkomen tegen uitsluiting". Uit de inzendingen worden 2 kaarten gekozen en die 2 winnaars (vanaf 16 jaar) mogen gratis mee naar de happening in Barcelona van 7 tot 10 mei 2010.

Stuur je ontwerp voor 26 maart via mail naar herwig.art27@yahoo.com of gemeente Heusden-Zolder, afdeling welzijn en lokale economie, Heldenplein 1. Meer info: 011/80 80 86, welzijn.lokale.economie@heusden-zolder.be.

2.4. Fourth step : local workshops by Art 27 and the multipliers.

All workshops are based on the same idea : an animator / trainer works in a group and tries to get out of the group as much as possible. To reach that goal, there are several inputs of material and methods, suited to the group Art 27 works with at that moment. Some like to sit and talk, others like to build and create, others like to listen and eat ... The end is always : create a postcard, based on the idea you talked about or you experienced. Street actions and “one shot” workshops ended in creating a direct result. Longer time workshops (several meetings) were more concerned about the “process” and attitudes towards the subject or theme.

- Street actions :
 - Short actions
 - Different kind of public
 - One –item issues
 - Direct results – postcard action at the end : pictures taken and writing

- Process workshops :
 - Meeting and greeting
 - Expertise input
 - Discussion
 - Engagement
 - Making a postcard at home or on a next meeting
 - Home work
 - introduction lessons on photoshop and collage

2.4.1. Process workshops – 736 ideas 4 a dream meetings and engagement.

- **Workshop “social inclusion, democracy and identity”, related to social exclusion:**
 - Adults - different ethnic origin and social background
 - Cooperation with Perspective vzw
 - Round table discussion, with eating and discussion
 - Engagement for homework and making postcards



- **Workshop on “identities and privacy”, related to social exclusion:**

- Adults
- Expertise input on (social) identity and privacy
- Discussion, photography and drawings And fun!
- Engagement to make postcards



- **Workshop on “water, hygiene and healthcare” , related to social exclusion:**

- Adults and youngsters
- Input on water and hygiene worldwide
- Discussion for adults
- Learning by doing for youngsters
- Engagement to make postcards



- **Workshop on Human Rights, related to social exclusion:**

- Artists
- Expertise input “The Universal Declaration of Human Rights”
- Discussion
- Engagement on further actions (see street actions) and making postcards

2.4.2. Street actions and edutainment – 736 ideas 4 a dream actions.

- **Workshop on Human Rights, related to social exclusion:**
 - Artists
 - Public : all ages
 - Input "The Universal Declaration of Human Rights"
 - Performance : "The wishing rolls ..."
 - An installation of larges turning rolls to make a realistic wish
 - Let the tubes role ...
 - Writing down your personal wish on a card



ARTIKEL
ik wil dat moeje huis heyt
en school en ik wil dat
elkeen gel heyt
Eolene

ik wens dat mijn vrienden
van Polen ook zo mooie
scholen zoals ik hier
in Heusden.
ARIUR

- **Workshop on economics and environmental issues, related to social exclusion:**



- **Workshops on feelings and fantasy , related to social exclusion:**

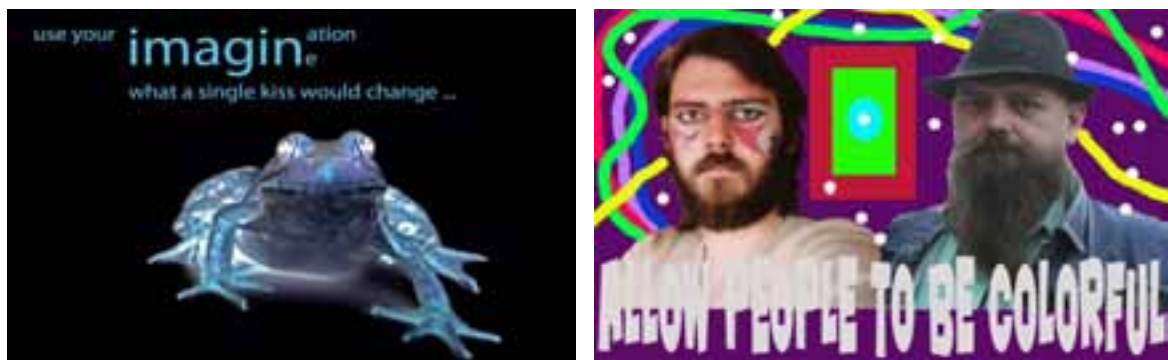
- artist cooperate in workshops on streets and squares in the neighborhood (see engagement of the so called 'multipliers')
- different approaches on different places
- **Making dreambanners** (see Buddhist tradition):



- **A dream of a sculpture for a dream ...**



- **Photoshopping / collage making ...**



- **The mobile gallery : 736 ideas for a dream !**

- A mobile gallery on different places
- Making dream sculptures
- Writing an idea for a dream : how to combat social exclusion
- Posing for a postcard “ This is me ...” (see Methodological Guide & Art Watchers)



3. The participants :

Art 27 works with all kind of people from different ages and background. Everyone is welcome and invited to participate. To reach specific target groups, Art 27 uses different methods and approaches.

“A warm welcome” and the strong believe in a “capability approach” are the fundamental of all these different methods and techniques.

“A warm welcome” : not only by words, but as an active attitude (talk with everyone on a suitable level, giving info, stimulating to participate without obligations ...

“Capability approach”: everyone can do something ! It’s up to the Art 27- crew to help them find out what is the specific talent or capability of someone. This attitude is based on and inspired by the theory of the Indian economist and philosopher Amartya Sen.

The process workshops, a process in several workshops , attracted mainly adults who already participate in other workshops and projects of Art 27. Participate in a project for more than one evening or day, isn’t so common for the public Art 27 works with most of the time.

- Artists : some artists became engaged in this project for more than making a postcard. They participated in a theoretical session and afterwards, made their own workshop on some specific items.
- Some people liked to discuss and learn about the theme “Social inclusion / exclusion” and asked afterwards to make the postcards together. For that reason, Art 27 organized some workshops on making collages or working with Photoshop programs (basic).

Most of the participants were active in the short term program : short introduction on the theme and then a “hands-on” activity. Children participated several times in different street actions.

In total there were some 30 artists involved in the project, via the contest and the workshop on Human Rights. From this group, 10 artists were also involved in further workshops with adults or children. All workshops on this 736ideas for a dream – meaning, involved in the idea of social inclusion and the creating process of a postcard – reached more than 500 people between 5 and 80 years old. The youngest participant was 5, the oldest was 79 years. From those who worked active on a postcard, the most are between 30 and 50 years. In total there were some 400 participants involved in the project of creation; 120 of them were active involved. The others were mainly involved in the street actions as for example ‘the mobile gallery’ and ‘the art watchers’.

The street actions attracted mostly children (and their parents) and youngsters from Turkish origin, just as the Human Rights workshop in an old school building did.

In respect of the participants’ privacy – some children and teenagers participated without the explicit authorization of their parents - Art 27 let everyone participate. Only those who like to be on a picture were photographed. Those who were not happy with the results of the postcard making, could take the postcard idea back home. Most of them did not send the postcard back. Some of the participants didn’t want to have their card on the website, although it was a beautiful one ... Art 27 respects these choices.

After the meeting in Barcelona on the 9th May 2010, art 27 continued working on the 736 ideas 4 a dream, but with the focus on dissemination of the idea and the content. Mostly, the creating process was a challenging input to attract people for this.

- Performances by some of the participating artists
- Role play on “making dreams come true” during a children’s art festival 29 -30 May 2010
- Workshops on making a dream come true in “Het Berenhuis” (storytelling about a dream of a mouse ‘Mouzart’” with children and adults.
- Adopting some postcards : showing all the postcards to the visitors of the public library and let them chose and explain their choice.

4. Main methods used in the workshops :

a. On the content of “social exclusion / inclusion”:

- Round table discussions, mostly with an expertise input to start with
- Some of the meetings were organized by Art 27, others by partners
- The project idea was launched during such a meeting, so participants were free to choose if they would continue or not ...
- Subthemes, based on the interests of the participants f this first level :
 - Workshop on water, hygiene and healthcare, considered as important issues in social exclusion
 - Workshop on democracy, social cohesion and identity
 - Workshop on feelings and fantasy (see also art watchers mobile gallery)
 - Workshops on environment and economics
 - Workshops on education and live long learning
 - Workshops on Human Rights as an instrument to conquer social exclusion

b. Creative methods – making the postcards

- **STREET ACTION – STONE CARVING**

Art 27 started to work on a empty playground of a former school. One of the participating artists, started a sculpture in a soft stone. People were curious ... This action ended up with some children carving stones and writing down their dreams, explaining the stone carving.

- **STREET ACTION – DREAM BANNERS**

Art 27 asked artist to work on the project ideas; two of them made the associating idea postcards – messages to spread – wind – banner ... The “Banner-workshop” was born and became a big success for young and old. Unfortunately, all participants took the result to their home. .. Or should we say, fortunately they took the results home : 736 ideas 4 a dream became a part of the family home.

- **STREET ACTION WITH THE MOBILE GALLERY**

The Mobile gallery of Art 27 was two times on the road for the project 736 ideas for a dream to stimulate people to create a postcard. Most of the participants were children from Turkish origin, although also some parents and older brothers / sisters did participate.

The mobile gallery has some artworks on board to show them to the public.

This time, all the artworks had something to do with the theme “Social inclusion / exclusion”. Everyone can look at the artworks, comment, make a choice, explain the choice and pose for a postcard picture ...

Apart from the artworks, the Mobile gallery has materials on board to create artistic objects on the streets. It’s a “Hands-on” workshop to help the dream become real ...(in an artistic work).



Carving your dream in a stone.



The mobile Gallery as a “writers point, to write down an opinion and dream on social inclusion.



The mobile Gallery hides some artworks on social exclusion / inclusion.

Making a choice, explaining the choice and posing for a postcard picture ...

- **WORKSHOP HUMAN RIGHTS AND THE DREAM ROLLS ...**

After the introduction workshop on Human Rights, some of the participating artists decide to create an art object that could be used in workshops for the project 736 ideas 4 a dream. One of these objects were very loved by children, and also by their parents and schoolteachers : the dream roles, made by Ellen Gieles.

Description of the work:

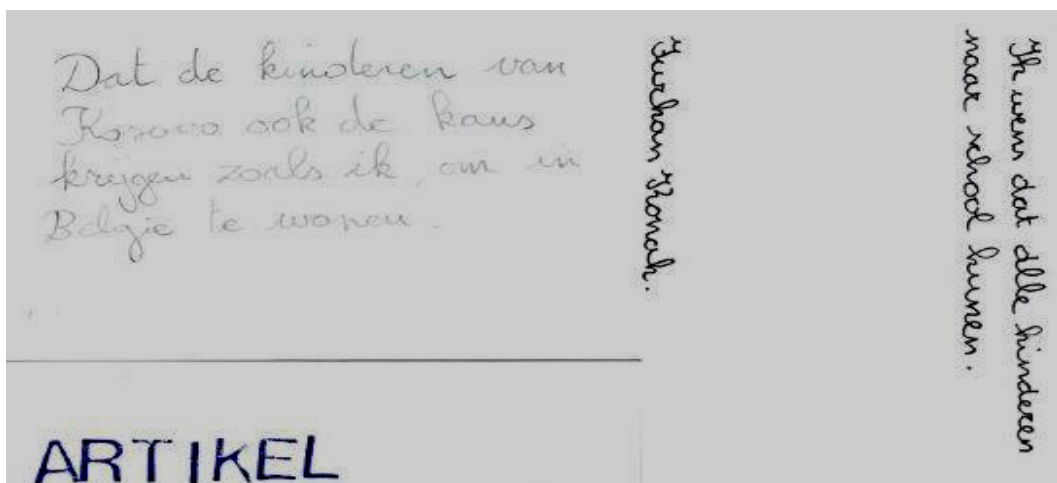
On a wooden frame and table, there are set up some tubes, inspired by the praying rolls of Tibet. The public can touch these rolls / tubes, so they start to spin.

On the rolls, there is a print of figures, build up out of fingerprints.

By spinning the rolls, we can imagine that the wind catches the dream and prayers of those who participate ... and so the dreams can be spread over the whole world.

The workshop:

- Introduction on Human Rights or Children Rights
- Watching, inspecting and feeling the artwork
- Writing a dream on social inclusion
- A group performance and some photo sessions



- **WORKSHOP: DRAWING A “FUN-PRORAIT” / “PIMP YOUR PORTRAIT”**

After the introduction workshop on Human Rights, some of the participating artists decided to animate some workshops for the project 736 ideas 4 a dream.

The workshop on identity and self esteem was for adults only ...

Introduction:

To understand the ideas of another, to understand the (national) identity ... you must understand yourself and accept the way others see you or like to see you. Open minds are necessary not only by words ... This is not about talking and saying how open minded you are! This is about the opinion of others and how you deal with that when ‘strange’ things happen ...

Sometimes you want to ‘add’ something to people, to make them more aware of how you see them or like to see them. You can do that by buying them a new costume or dress, go to the hairdresser or using some eye shadow ... But that can be very rude... This method is more likely to be acceptable and more fun: together you can bring more color in the life of the other. Try it yourself!

How it goes :

1. Take a portrait picture of all the participants (those who like to follow the workshop).
2. Print it in black & white on paper (drawing paper or simply thicker than standard paper).
3. Lay the portraits on different tables, so there is space enough around them to walk and draw on them. Put the pastels, paint, pencils, markers on another table too.
4. Invite all participants to chose a color and to “add” something to the black & white portrait of every other participant. They can use as many different colors they like ...
5. Maybe it will start rather quiet and a bit weird, but after some minutes it will be fun ...
6. Stop the drawing before it goes over the top : the portraits must remain recognizable ...
7. Look and try to ‘get the picture’.



c. Contest / public announcement:

The idea of launching a local contest to create postcards for the project 736ideas4adream, was mainly meant to attract people to the workshops and to be heard in the local and regional media.

Local news- media and regional TV- stations are always interested in a contest and some excitement. This formula was the right one, to attract the attention of these media.

After the launching of the contest, it didn't take long before TVLimburg (regional TV) contacted us to come to a talk- show with the 'winners' of the contest. By doing this, Art 27 could situate the whole project on this popular program.

- Announcement in the news bulletin of Heusden-Zolder, posted in every postbox .
- Article on the website of Heusden-Zolder
- Mailing to the secondary schools in the region
- Announcement / article on the popular, private internet newspaper www.heusden-zolder.eu

d. Adopting a postcard

During the creating process- part of the project, not all of the postcards could be showed on the website or in the book, mostly because of privacy reasons. For some people, especially teenagers and children with Turkish roots, it is not evident. Some of them had no permission from their parents, some of them were official 'not in the workshops' ...

On the other hand, there were some participants, who decided that their postcard was not good enough to put their name under it ... A pity, because some good ideas and nice cards risked to end up in the garbage bin ...

For these reasons and for dissemination purposes, Art 27 launched the idea of "Adopting a postcard". The adopting session was organized in the local library.

Description:

An animator of Art 27 printed out all the postcards and put them on a table in the library. Visitors could look at these images, give comments and choose 1 for adoption.

It was a warm and interesting session. People felt good to speak out their concern about social exclusion and saw that others had expressed the same opinion in a image / postcard.

e. Keep on dreaming ... and action! – Actions on dissemination of the 736 ideas 4 a dream project.

• **BERENHUIS: STORYTELLING AND WORKING WITH “MOUZART”, A MOUSE WITH A STUBBORN DREAM**

“Het Berenhuis” (The house of the Bears) is a permanent action of Art 27 about art education and languages. because Art 27 is convinced that different projects need interaction and good ideas / projects have to be implemented in the daily work of the organization, art 27 coupled the project idea of” 736ideas4adream” on an item in “Het Berenhuis”.

In “Het Berenhuis” we work with a story of “Mouzart” ... a little mouse that dreams to become a new Mozart ...

This story in 10 different languages can be used to discuss with children and adults on the issues of making dreams come true, obstacles on the way, exclusion and finding support by others to overcome difficult situations.

Reaction of both children and adults, are very promising : the story is a save eye opener ... people can start to talk about the mouse instead of their personal situation ...



• **SUPERVLIEG 29-30 MAY 2010 : A ROLE PLAY ON “MAKING DREAMS COME TRUE AND OVERRULE PROBLEMS ...”**

- During the Children’s art festival “Supervlieg” (Superfly), the animators of Art 27 made a role play about social inclusion. It’s a short story of a king, a princess, a painter, flies, dancers and dreams ...
- Children and their parents were invited in the tent /palace to participate
- Interaction with the public create the spirit of “yes we can change things ...”
- Photo sessions with the players and the prints of the postcards were sent to the public afterwards ... to bring the 736ideas project in the family homes.



- **THE “736IDEAS4ADREAM TOOL KIT” AND T-SHIRT PRINTING**

Art 27 create a “736ideas4adream – toolkit” to work with in schools or in other organizations. The idea will be launched during the happening fair-trade Fashion for kids (3 October) in Cultural Centre MUZE.

Also a demonstration and workshop on T-shirt printing : images of 736ideas printed on fair-trade T-shirts – a clear statement on worldwide social inclusion!



- **PRESENTATION OF THE BELGIAN PARTICIPATION ON 736 IDEAS 4 A DREAM during Artikel 27 / 2010**

During the annual art festival Artikel 27 / 2010, the project will be presented:

- All participants are invited, also some politicians on social affairs.
- Distribution of postcards to the public
- Distribution of the books to participants and politicians
- Workshops
- Official presentation of the winning postcard for the “banner contest”
- Opening of the 3D postcards – exhibition classroom with transformed school benches in to dream benches, made and adopted by local politicians



- **PROMINENT AND PERMANENT (BIG) BANNER OF SOME OF THE POSTCARDS ON THE FAÇADE OF “HET BERENHUIS” (November 2010)**

5. Attitudes and values

Most of the participants came with a very open mind to the workshops and the animators of Art 27 are trained to make all participants feel at home – as a safe environment.

During the street actions, there was in the beginning some hesitation : why should we give our opinion or idea? What's going to happen with that? ... but most of the times it ended well, because everyone had the choice and could make the decisions to take things home or to give it to the project (meaning also picture, name and message). By working this way, Art 27 could also attract hesitators ... but on the other hand, Art 27 could not convince all participants to give their vision and idea to a public space. The idea of communication with the Euro-parliament brought people to different reactions : from ironic laughter, over firm hesitation to active participation and not let go this opportunity.

The general appreciation of the participants was : interesting project, good and exciting workshops, but some hesitation on the possibility to bring a change on a higher and political level. Most felt good that they participated, but had the attitude “we have to do it ourselves or nothing will change”. In this sense, the working in group was stimulating for them.

Individual participants expressed a stronger believe in the possibilities or change in society and combat social exclusion. These participants were mostly better educated than those who participated in group and in the street actions.

6. Innovation ?!

The process of this projects gave new opportunities to Art 27. We got the opportunity to come out and work on streets (local action) in connection with a larger network (European context). It was encouraging for the animators to work in a larger formation – as a kind of recognition of what they do.

Art 27 believes strongly in interconnection between different projects and implementation of good practices of projects. See for example the workshops in “Het Berenhuis” and the street actions where some artists offered their cooperation.

The project 736 ideas 4 a dream gave opportunities on several levels : a strong content in a European network, offering participants the entry to that network and work together with the community Heusden-Zolder on the larger project. The project functioned as an eye-opener.

At the same time it was a chance to experiment with some work forms Art 27 was working on since longer term. This concrete project of 736 ideas for a dream was a good frame to experiment and to work with concrete actions in a larger frame of social exclusion / inclusion.

The products that were delivered on the deadline of the project (to be ready for the event in Barcelona on 9th May 2010) were good, but not very new for Art 27, except the form 'postcard with a message'. Art 27 is not very much focused on artistic results during workshops; we value the process more than the artistic result at the end of a workshops. But don't forget, we value the personal results on the participants (joy, relieve, self esteem, ...) very much. For the best possible artistic results in the workshops with a broad public, we needed more time ... The workshops with the artists and their homework on the other hand, were very satisfying, with very good artistic results. Even after the Barcelona meeting, some of them worked on the project theme towards the end exhibition in November 2010 during the annual art festival " artikel 27 / 2010".

Conclusion:

It was inspiring to work in the 736 ideas for a dream project and with the theme of social exclusion / inclusion. Some actions are considered as very good practice and are implemented in the permanent work of Art 27.

