



## **Vitamine crEative – Creative Vitamins: Arts and Creativity Pathways to Enhance Professional Identity**

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Now a day the cultural industry in Italy is living a very difficult situation. The economic general crisis has stressed some critical factors and the policymakers often prefer to reduce funds for cultural and artistic policies, instead of increase their effectiveness as a mean of economic growth and local development. Consequently artists, performers or simply amateurs can't find good opportunities to improve their skills in a professional way, because the vocational training offer is provided either by academic and formal schools or by private providers, very often with high costs for the admission fee.

If we are still aware of the role that culture in general and performing arts can play in supporting the local economies and development and also in promoting active citizenship and learning to learn approach in adults, Creative Vitamins represents a good example of a training offer, free of charge, at disposal for those adults who want to improve their artistic skills as a way to become more self-confident about their competitiveness in the labour market and in the everyday life.

The project has been financed for the second time by the Province of Perugia for the mean of ESF and it has been managed by a pool of cultural and artists associations, all coordinated by a vocational training provider (Associazione FORMA.Azione srl – Perugia), accredited at regional level. In this way it represented also a concrete opportunity for these associations to improve and disseminate their cultural and artistic proposals and training activities. It has the ambition to become a permanent training opportunity to enhance active citizenship, intercultural dialogue, curiosity as a way to strengthen their position in the knowledge society and in the labour market.

The project aims at strengthening and enhancing the basic competences of no-professionalized adults in cultural, performing, drama and artistic field. It is a concrete opportunity for those who want to verify which are their real artistic attitude and potentialities to becoming a set of skills useful whether in the labour market or in the everyday life.

The training activities have been developed in the following sectors:

- drama;
- music (development of listening to music);
- draw comics;
- dance and performing arts;
- Tai-chi.

The learners have been all adults, mostly women, in some cases with previous experiences in the field and in other cases with only interest and attitude to develop competences especially in body language and performing arts.

At the end of the training program all the learners participated to a final event as a trial to show both the “technical learning outcomes” and the personal development.