



International conference  
The Future of Education  
2<sup>nd</sup> Edition



# **CREATIVE VITAMINS: ARTS AND CREATIVITY PATHWAYS TO ENHANCE PROFESSIONAL IDENTITY**

Florence, 8 June 2012

# Our company

FORMA.Azione srl is a private company committed to adults education and vocational training.

Since 1997, it works with European and national funds, mainly ESF.



It aims at:

- creating concrete opportunities for the **professional and social development** of the target groups
- improving access to **training**, in particular for low skilled workers, elderly people and women
- supporting career and individual guidance to encourage **self-consciousness** in managing careers and **active ageing**



# Our experience on adults education...

- ICT, languages and communication skills  
(Gemma – best practice)
- Key skills to access and succeed in the labour market  
(Lav.ORO)
- ‘Learning to learn’ as motivational tool



**VITAMINE creative**  
percorsi d'arte e di creatività  
PER RINFORZARE LA PROPRIA IDENTITÀ PROFESSIONALE



Per residenti o domiciliati nella Provincia di Perugia in età compresa tra i 25 ed i 64 anni

Info **075.39.33.11**  
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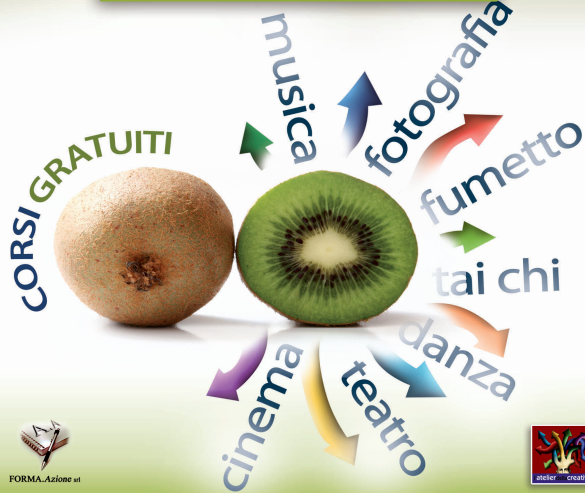
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# Creative Vitamins

*"Both creativity and the capacity to innovate are key human qualities - they are inherent to all of us, and we make use of them in many situations and places, whether knowingly or not. With this European Year, I would like to see that the citizens of Europe understand better that by promoting human talents and the human capacity to innovate, we can actively shape Europe for the better, to help it fully develop its potential, both economically and socially".*

(Ján Figel - European Commissioner for Education, Culture, Training and Youth in 2009)



# Creative Vitamins: objectives

- To strengthen and enhance the **basic competences** of non-professionalized adults in cultural and performing arts, drama and general artistic field (photography, comics, musical education, etc.)
- To facilitate the **development of personal interests** and become actors/promoters of the local cultural environment
- To support adults in succeeding at the work place as well as in seeking new job opportunities



# Creative Vitamins: courses

|   |          |
|---|----------|
| 1) Read reality by mean of cinema language                  | 20 hours |
| 2) Read reality by mean of documentary language             | 20 hours |
| 3) Analyse and represent: the social documentary            | 50 hours |
| 4) Basic course of screen-play                              | 30 hours |
| 5) History and critics of contemporary art                  | 30 hours |
| 6) Communicate by mean of photography                       | 45 hours |
| 7) Comics: tool of mass media communication, expressive art | 40 hours |
| 8) How to re-invent "Vintage" in fashion                    | 30 hours |
| 9) Guide to listening to musical genres                     | 22 hours |
| 10) Theatrical performance                                  | 48 hours |
| 11) Discovering itself by storytelling                      | 48 hours |
| 12) Tai Chi: how becoming more self-confident               | 48 hours |
| 13) Body language: Dance as a language                      | 48 hours |





## Dance as a Language



Tai-Chi



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# Theatrical Performance



# Storytelling



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# Creative Vitamins: methodology

- Professional teachers, with a strong practical approach
- Result-oriented courses
- Education and entertainment
- Convivial and friendly atmosphere



# Creative Vitamins: results

- 82% of the participants ended the training activities with success, achieving the final formal certification
- Around 70% of participants were women
- The involved associations had the chance to improve and disseminate their cultural and artistic proposals and training activities



# Creative Vitamins: strengths

- Transferability
- Considerable impact on the society and its cultural life
- Wide network of local stakeholders
- Opportunity for local cultural associations/bodies in times of economical restrictions



# Creative Vitamins: areas of improvement

- Re-focus the projects in terms of job creation
- Promote trans-nationality
- Allow a longer impact of the results on the participants and on the society
- Improve awareness on the economic relevance of similar initiatives



Thank you for you attention!

