

Innovation Prize 08

VIA

Proposal by Jessica White

Project Theme

VIA

The Project's name VIA originates from Latin meaning: 'Way'. Simultaneously, VIA stands for Values, Identity, Art meaning that by addressing deep values, students can re-identify themselves through art and furthermore in their lives.

Situation Analysis

Context: Symbolically simple face of communities hinders knowledge of symbolically diverse inner dynamic, as well as creating an indifference, apathy and judgement to interact with others shown by those within community (both from CEE and Vienna) and outside community.

Aims: To effect subtle cultural shifts between students by having a strong focus on art and creativity in education. It's potential to improve academic performance and cross-curricular understanding through these methods. To bring students up to be curious about their own countries history and the links to their contemporary context and to respect the variety of cultures co existing within as well as beyond their habitat.

The directives of the project increase awareness of: Innovative art education practice to enable cross-curricular aims, heritage and identity, empowerment of students to express themselves and have a voice in education, diversity and fluidity of language, cultural diversity.

Mission Statement: This project is allowing teenagers to create their own narratives, and to represent themselves based on their interests, instead of self-imposed trends that are often set-up in contemporary Media for Youth. Mostly, this kind of Youth Media is 'dumbing-down' for teenagers, patronising and negates their responsibility causing aggression, hyperactivity and/or irresponsibility that often leads into adult life. Therefore, this project is intervening at a crucial age in order to awaken freedom through wise choices and responsibilities. Furthermore, this project allows the space to be different, and yet still be part of a community. This project encourages young people not to be afraid of rejection based on difference. That there are boundaries, and these boundaries enable us to form a certain community, however, within those boundaries, there are differentiating factors that should allow you to express yourself and that does not mean that you have to relinquish your community because of your difference.

Social Value Proposition through innovative methods

Tangible Outcomes developed by students, art educators and teachers

- Workshops with artists from a variety of art forms an example of pilot can be downloaded here: http://basislager.org/iae_folder_0508.pdf.
- Exhibitions-Photography, Animation, Painting and video made by the students to be shown in Vienna and New York
- Performance of an excerpt from play The Tragedy of Mann with political approach with the aim of showing parallels between contemporary European politics.
- E-book published at the Secondary School of Applied Arts, Budapest.
- Literature anthology about symbolic values in national literature
- Maptales website where they can create stories see here: <http://www.maptales.com/view/10549> and see below.
- EDUCULT website with materials that teachers and students can download.
- Personalised website
- Questionnaires about literature, art, national and cultural symbols and values
- Museum visits and visits to artists studios.

- Art exploring symbolism: paintings, photos, goldsmith's craft
- Presentations
- A discussion forum

Biography of project and relevant stakeholders:

Jessica Kennedy White (Vienna) Marta Todi (Budapest) Eniko Patai (Satu Mare, Romania) Art education facilitators and innovative teachers with strong focus on cross-curricular learning through art. All have experience facilitating innovative local and international projects.

International Partners: Lauder Chabad School, Vienna, based in 2nd district, Boy/girl separation in oberstufgymnasium education, Secondary School of Applied Arts in Budapest, Lauder School Budapest, Satu Mare "Kolcsey Ferenc Fogimnazium" in Romania, focus group between 15-18. Furthermore, this project will be exhibited in New York and the project itself will be taken to Brooklyn schools. The aim through this prize is to develop further international innovative exchanges.

National Institutions: Lauder Chabad School, Vienna, based in 2nd district was founded by Rabbi Bidermann in 1989 and Ronald. S. Lauder with the Lauder Foundation. The school has a strong emphasis on creativity partly because of Mr Lauder's passion for art to make a difference. IAE is in line with these aims.

The Project VIA was developed after the IAE-Intercultural Art Education project. Jessica K White founded this project in May 2007. After spending 3 months in New York. It was here that I spoke with the Lauder Foundation about their schools. From this, I decided to set up IAE in Vienna. I then independently raised 5000 euros to pilot a series of workshops with the Lauder Chabad School. EDUCULT supported IAE from the outset acting as the account holders and legal organisation in this respect. EDUCULT will continue to be the main supporting organisation in this respect. A full biography of this institution can be found below. Art is that very centre where diverse communities can exist in Vienna. It is a space where people can converge and frolic. Where boundaries blur and cultures gain greater articulation in interaction with each other. I asked myself, how can I make this more of a reality? The answer lies, I think, in connecting artists and cultural spaces with school students-the next generation, this next generation will have a very different idea of a classroom and it is now that we must start defining it, by developing the opportunity to recognize cross-curricular links. From this I found two other partners that are in Budapest and Satu Mare Romania developing parallel aims. We joined together through the ACES network developed by the Interkulturelle Zentrum. It was here that we won an award for each school from the Erste Stiftung that is working in collaboration with Interkulturelle Zentrum to form the Association of Central and European Schools. We had our first meeting together in Salzburg with over 300 participants from Central and Eastern Europe. Here we developed workshops in collaboration with Intercultural trainers. We have been developing innovative methods and have strong support from these institutions. Furthermore Michael Wimmer is consulting on educational methods and we have structural support from the Statshul Rat, particularly Dr. Rupert Corazza and Horst Tschakner in Susanne Brandsteidl's office. With this support I visited the Bundesministeriums für Unterricht, Kunst und Kultur, where I was put in touch with EUNIC-European Union for National Institutes for Culture, we will be involved with their network for guidance and support, since they have launched many projects similar to VIA with IAE. **Collaborators:** Interkulturelle Zentrum at www.iz.or.at. This is under the rubric of the Academy of Central European Schools www.aces.or.at funded by Erste Stiftung: <http://www.erstestiftung.org/>; EDUCULT: Michael Wimmer, Director; (http://www.educult.at/en_educult_wimmer) Erste Stiftung: <http://www.erstestiftung.org/>; Bundesministeriums für Unterricht, Kunst und Kultur; The Center for the Prevention of Violence Among Youth <http://www.gewaltpraevention.or.at> will consult on diversity and interfaith understanding; Irmgard Bebe at KultureKontakt Austria :<http://www.kulturkontakt.or.at>, Prof. Dr. Toni Reinelt (<http://homepage.univie.ac.at/Toni.Reinelt>) and Prof. Dr. Gisela Gerber, Institut für Bildungswissenschaft, will consult on pedagogy, Support regarding art resources will be provided by the Viennese Kunsthalle (<http://www.kunsthallewien.at/en/kunstvermittlung>), the Museum of Modern Art Vienna (www.mumok.at), and the Kunst Historische (<http://www.khm.at>)