



AtWork Production and Communication guidelines

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PARTICIPANTS' SELECTION



APPEL A CANDIDATURE

AtWork Tour “What comes first? (Qu'est-ce qui vient en premier?)”

AtWork Ouagadougou, dirigé par Moïse Touré.
En collaboration avec le Musée National et le Goethe-Institut
au Burkina Faso.

L'atelier se tiendra du 20 au 24 Avril 2020, au Musée National de
Ouagadougou.
Pour soumissionner, visitez <http://at-work.org/> - What comes first?
Date limite: 20 mars 2020

BOURSES DISPONIBLES! (voir les détails dans le formulaire d'application)
AtWork est un format éducatif non conventionnel qui utilise le
processus créatif pour stimuler la pensée critique, la créativité et
l'apprentissage tout au long de la vie.

AtWork vise à inspirer une nouvelle génération de penseurs créatifs.

PARTICIPANTS' SELECTION

Call for participants:

<https://www.at-work.org/en/call/atwork-tour-2020-partecipants-en/>

Selection procedure:

reception by Moleskine Foundation; selection by the partner(s)

DISSEMINATION

The call for participants can be disseminated through different channels/platforms by the following tools:

- Flyer (jpg format) of each chapter in English.
- GIF
- Direct link to the [At-work.org](https://at-work.org) website

Each partner can customize and/or translate the template in the local language.

Stakeholders to share the call with:

- Universities, Academies, Education and Cultural Organizations, local Italian Institut of Culture, Embassies, others.
- Art and Culture platforms, magazines, blogs
- Professors/Curators/Advisors who would like to invite their students/class to participate in the call.





COMMUNICATION

Before the Chapter

BEFORE THE CHAPTER:

Press release: (insert template – link on google docs)

Media partnership(s): (if any) with online and offline platforms for the call dissemination and for the Chapter communication

PR agency partnership: it is advisable to partner with a local PR agency. When possible as a pro-bono service, to engage with the local journalists and media to cover the AtWork chapter

Visual communication: examples of flyer, save the date invitation, panel invitation, cards and/or other visual tips, will be shared by Moleskine Foundation.

COMMUNICATION

Social Media

Moleskine Foundation social media channels editorial plan will support all the AtWork workshop phases: teaser, recruitment, workshop in progress, final exhibition, workshop's creative outputs and highlights.

Partner will provide a list of its own social media channels as well as those of possible third parties collaborating for the initiative.

Partner and third parties are invited to share Moleskine Foundation posts on their social channels, respecting the tone of voice and visual treatment.

In case of Partner and third parties content related to the initiative, these should be approved by Moleskine Foundation before posting.

Official mention and hashtag to be used as follows:

@Moleskinefoundation (Facebook – Instagram – LinkedIn)
#AtWork #creativityforchange #criticalthinking #AtWorkWhatComesFirst

A private group is also made available on Facebook where participants can network and stay connected through the AtWork community: “@AtWork Group”



My South is **connection.**



MIGUEL ADRIANO
"Passion radio"

This radio is a bridge connecting the different passions harnessed by artists. Although the passions may be different, their existence and individual eagerness to succeed connects whoever listens to songs on this radio which are synced to stations (feelings) such as freedom, peace, and pleasure through the music and lyrics written.



Miguel Adriano, who goes by "Slick Kid" is a unique aspiring Mozambican rapper who is dedicated to living vicariously through his passion for music and is on a journey of self-awareness.

COMMUNICATION

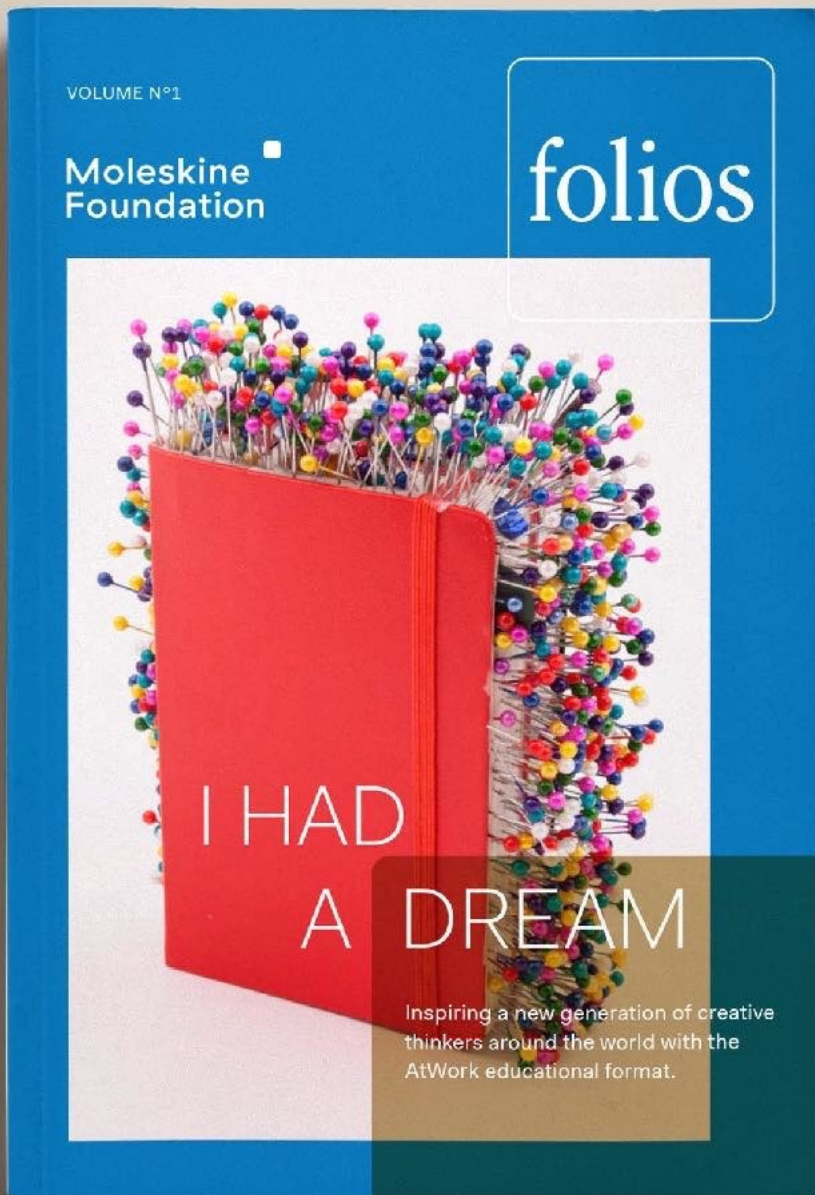
After the Chapter

AFTER THE CHAPTER:

Catalogue: texts, photos, layout by the participants – graphic design template by Moleskine Foundation

Final Tour video: each Tour foresees a final video that shows an overview of all the chapters. The footage will be edited by Moleskine Foundation at the end of the year together with all the footage collected from each chapter.

Articles in press covering the workshop and the exhibition



COMMUNICATION

Folios edition: *folios* is the first publication of MSKF that was launched in New York in 2019 on the occasion of “I had a dream” international exhibition.

It is designed as a strategic tool with the frequency of 2-3 issues per year that aims to:

- Provide quality content to establish thought leadership in the field of Creativity for Social Change
- provide in-depth content on the key Foundation's programs and initiatives
- serve as a fundraising tool for potential partners/investors
- serve as an engagement tool and an expression platform for the creative and partner network (featuring texts contributions and interviews from key stakeholders, Collection author notebooks, educational workshop outputs, opportunities for guest curation, etc.)
- distributed and sold at key Moleskine stores around the world

Currently volume 2 and 3 of folios are being produced with the objective to arrive to 4 volumes in 2020.

CHAPTER

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CHAPTER

Agenda

Duration: 5-day intensive workshop from 10 am to 6 pm

Location: partner's venue(s)
(i.e. museums, art galleries, outdoor gardens, cultural centers.) The venue has to be private and closed to public access.

Day 1: theme introduction and discussion

Day 2: discussion and presentation of images/papers/video on the topic

Day 3: notebooks' ideas conception

Day 4: notebooks' creation

Day 5: presentation of the created notebooks produced and exhibition conception

Day 6: exhibition display concept/curatorial texts/exhibition catalogue creation

Day 7: exhibition display installation, catalogue sent for print

Day 8: exhibition opening





WORKSHOP

Workshop flow and main steps: Day 1 to day 8

Duration: 5-day workshop from 10 am to 6 pm + Exhibition preparation

Location: partner's venue(s) (i.e. museums, art galleries, outdoor gardens, cultural centers.) The venue has to be private and closed to public access.

Day 1: topic introduction

AM: theme introduction by the conductor and first round of topic interpretation by the participants. Each participant is requested to give his personal idea/answer. The group is seated in a circle.

PM: theme elaboration by the conductor. Participants are challenged on their ideas. Another round of individual answers. Moleskine notebooks distribution for each participant to take notes on the workshop. A task is given for day 2. Legal documents distribution.

Day 2: collective discussion and debate

AM: discussion and presentation of images/papers/video on the topic.

Participants present their interpretation of the task. Continuation of collective discussion on the topic and peer to peer critique.

PM: AtWork format and Moleskine Foundation presentation. Critical thinking and metacognition skills development explained. Continuation of collective discussion on the topic and peer to peer critique.

WORKSHOP

Workshop flow and main steps: Day 1 to day 8

Day 3: notebooks' idea conception

AM: Moleskine Foundation Collection presentation. Each participant is requested to come up with an idea to be creatively expressed on a notebook. A round of presentations of the individual ideas by participants critiqued by the peers and the conductor. Moleskine sketchbooks distribution for the final creative output.

PM: notebook ideas fine tuning and refinement. Collective critique and one on one conversations with the conductor.

Day 4: notebooks' creation

AM: Workshop creative materials provided to the group. Notebooks ideas finalization and beginning of production.

PM: notebooks individual production. Final survey distribution. Individual video interviews with participants, conductor and other stakeholders. Legal documents collection.





WORKSHOP

Workshop flow and main steps, day 1 to day 8

Day 5: notebooks' presentation and M&E

AM: notebooks production finalization. Individual video interviews with participants, conductor and other stakeholders.

PM: individual presentations of the created notebooks. Rules assignment for the exhibition conception/curation, catalogue production, text writing etc. Final notebooks digitalization.

Final survey compilation and collection. Donation and assignment letter collection and membership card gifting.

Day 6: exhibition preparation

All day: Exhibition display set-up and catalogue production

Day 7: exhibition preparation

AM: exhibition display finalization and catalogue printing

Day 8: exhibition opening

WORKSHOP

Workshop materials

Workshop materials:

scissors, cutters, newspapers and magazines, textiles samples, glue, scotch tape, colors (marker pens, water colors, chalks, wax colors, pastels), ribbons/ropes etc.





PUBLIC PROGRAM

Public Talk: Each chapter foresees a moment of a public talk during the week of AtWork workshop. The idea is to take the topic of the Tour outside of the workshop and extend the conversation to the larger audiences in order to engage local creative community, create moments of aggregation and sharing and create a deeper impact in the local context. The talk can feature the workshop leader in conversation with a prominent figure from the local cultural and artistic scene or an invited international guest. It should be open to public and held in a venue suggested by the partner (a museum, a cultural center, a gallery, a university, a foundation).

Guests: during the workshop, the leader may invite, at his/her discretion, guests from the art and culture scene or visiting professors from the local context. Journalists can also be invited for scheduled interviews with the leaders/participants and on the 5th day of the workshop for the creative outputs presentation phase.

EXHIBITION

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AtWork Tour 2018 «I had a dream»
Roma (Italia), Ndjamena (Chad), Kampala
(Uganda), Harare (Zimbabwe)
100 partecipanti, 100 sogni, 100 progetti.

AtWork è un format itinerante educativo creato da Moleskine Foundation e Simon Njami, che utilizza il processo creativo per stimolare il pensiero e dibattito critico tra i partecipanti. I taccuini esposti nella mostra sono stati creati dai partecipanti durante il workshop AtWork Roma, organizzato con la Galleria Nazionale d'Arte Moderna e Contemporanea.



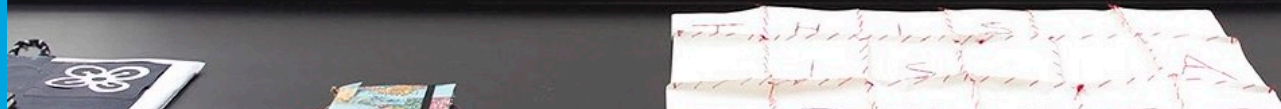
Cortile Centrale

“È una scuola di libertà e impegno sociale. Perché nessun cambiamento può essere ottenuto da un solo individuo. Se Nelson Mandela, Mahatma Ghandi o Martin Luther King - per nominare solo alcuni dei più grandi sognatori - sono riusciti nella loro impresa, è soprattutto perché sono stati in grado di convincere altri al di fuori di sé. È ora di dire ai giovani che rappresentano il nostro futuro che non bisogna essere fatalisti. Qualunque sia la realtà in cui siamo nati, è ciò che facciamo che determina ciò che realmente siamo. In poche parole, 'I Had a Dream' è un invito ad agire, qui e ora.”

Simon Njami, AtWork advisor

At
Work[®] Moleskine[■]
Foundation

Elisa Martucci
Tubo
1987



EXHIBITION

Duration: from 2 weeks to 2 months (at partner's discretion)

Location: partner's venue(s) (i.e. National Museum, Art Gallery, part of a Festival or Biennale venue)

Day 6-7: 2-day preparation of the exhibition set-up

Day 8: exhibition opening

Display idea: by the participants together with the workshop leader(s) + facilitators

Display elements: vinyl letters + tables/plynths/shelves/spot lights/fish wire hanging/display vitrine cases

Reception with refreshments: at the opening day

COMMUNICATION:

Partner is to design an invitation for the exhibition opening, inviting the local community members, partners, embassy representatives, artistic and cultural scene protagonists, educators, journalists, etc. Access to the opening is free and when necessary by invitation only. Additional posters/flyers/social media materials can be developed to communicate the exhibition at local relevant venues (universities, cultural centers, cafés, etc.)



PHOTOGRAPHY AND VIDEO

Brief and deliverables



PHOTOGRAPHY

Brief and deliverables

The photographer should be present at the workshop each day of the workshop for the duration of the entire day, as well as at the opening of the exhibition.

Overall photography mood should capture the spirit of the workshop, the main locations, the main protagonists, the notebooks produced, the main exhibition display and opening ceremony moments.



PHOTOGRAPHY

Brief and deliverables

In particular we will need the pictures of:

- Pictures of the workshop context, venue
- Students and their faces during the workshop/discussion, etc. It's important to catch the participants in the discussion mode, when they actively speak, gesticulate
- Overall workshop setting/atmosphere
- A portrait of each student for the website page
- Students at work while creating their notebooks
- Close-ups of the hands working on the notebooks
- Groups of students working together
- Students and leader/facilitators working together
- All the notebooks laid out on the table at the end of the workshop
- Spontaneous interaction between the participants
- All the notebooks laid out on the table at the end of the workshop
- Facilitator/leader interventions at the workshop
- Pictures of the individual produced notebooks (3-5 pictures of each notebook on a white background, see at-work website for reference)
- Group picture with all the participants, facilitators and the leader at the end of the workshop
- Exhibition overall display, with individual notebooks display details
- The opening night atmosphere, showing people attending, looking at the notebooks
- The external context outside of the exhibition space
- Students showcasing their work at the exhibition

*Please note that the participants' portraits and the notebooks pictures files should be named with the respective participants' names in order to be usable for the website.



VIDEO

Brief and deliverables

The videomaker should be present at the workshop each day of the workshop for the duration of the entire day, as well as at the opening of the exhibition. Overall video mood should capture the spirit of the workshop, the main locations, the main protagonists, the notebooks produced, the main exhibition display and opening ceremony moments, phrases about the workshop experience from the key protagonists. Since the interviews are part of the video the video maker should have an adequate audio equipment to record them.

In particular the footage should includes:

- the city context, the hosting organization context, the workshop venue context
- close-ups on the workshop key protagonists (students at work, facilitators conducting the workshop, advisor interventions)
- transmits the workshop's atmosphere and vibe
- captures the best most spontaneous and fun moments
- includes a phrase from the leader/facilitator/organizer/student/ on the workshop theme, the objective, experience
- showcases the close-ups of the produced Moleskine notebooks
- presents the exhibition part of the workshop showcasing the notebooks display, the opening night, some interviews to the students, organizers

NB: it is not necessary to film the entire process, otherwise there is too much footage, which is hard to go through for the final editing. The footage should be organized and delivered in separate folders for each day of the workshop and a separate folder with the interviews.

VIDEO

Brief and deliverables

Video Pills with the participants' interviews on the following questions (example only):

- Interpretation of the theme and how it has changed throughout the workshop (e.g. "What was your idea of the theme at the beginning of the workshop and how it has changed)
- What is the most important thing you learned in this workshop?
- What is creativity for you?
- Can you describe your AtWork experience in 3 adjectives?

The footage will be edited by Moleskine Foundation at the end of the Year Tour together with all the footage collected from each chapter.



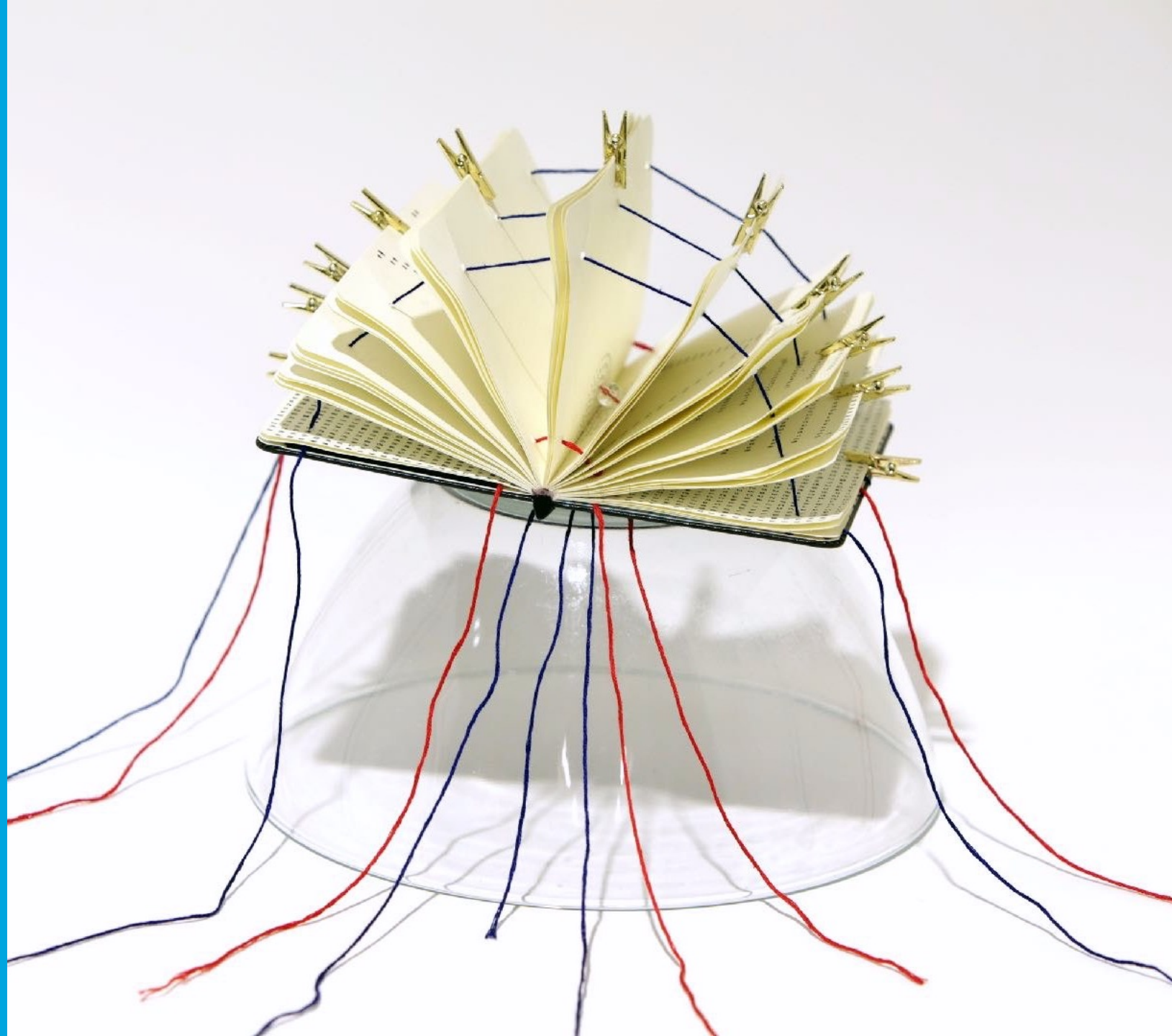


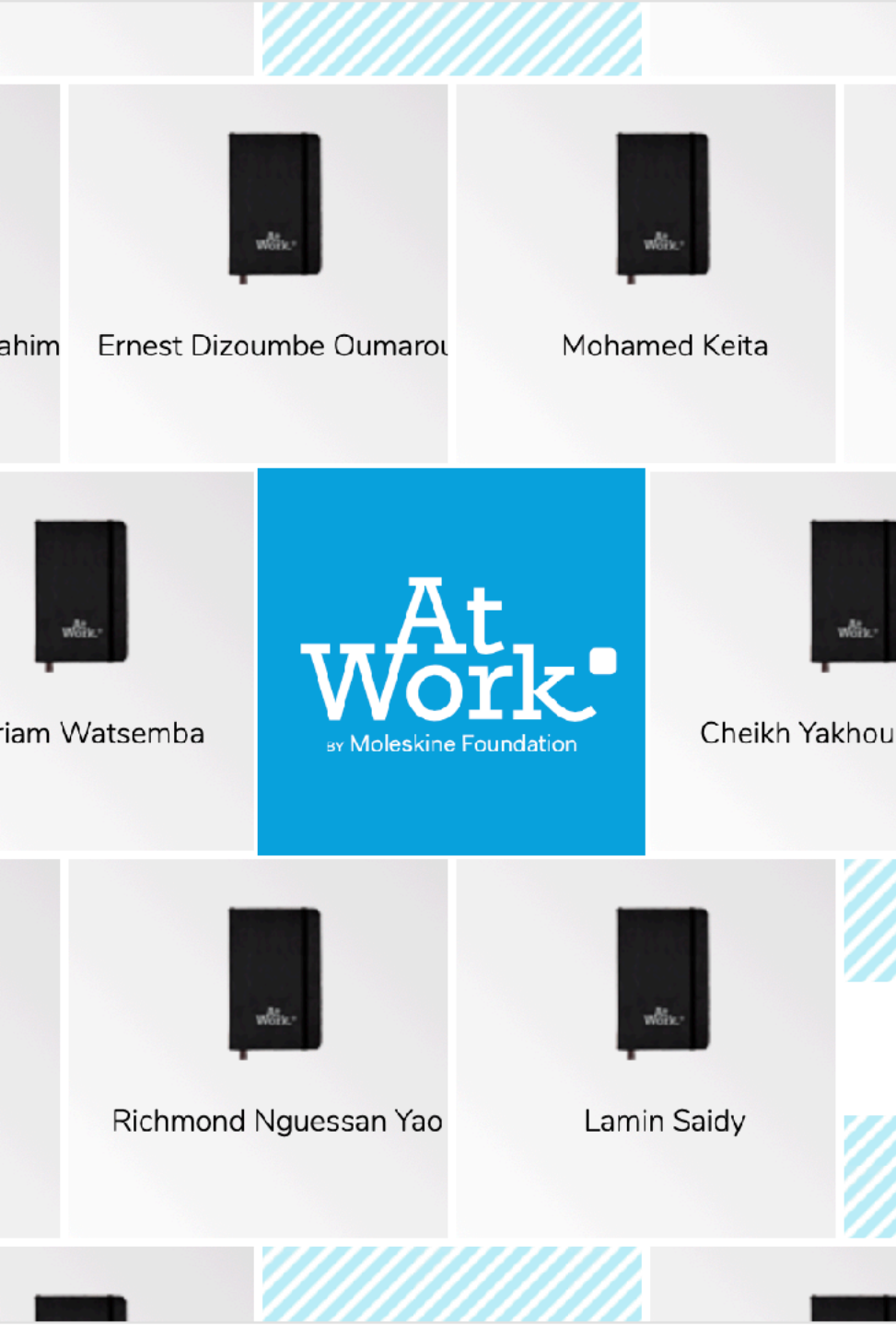
LEGAL DOCUMENTS

1. Intellectual property authorization
2. Image and visual authorization
3. Donation and assignment letter
4. Privacy Notice
5. Questionnaire

MOLESKINE FOUNDATION COLLECTION

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Foundation





MOLESKINE FOUNDATION COLLECTION

- **Notebooks donation:** each participant can decide whether to donate their notebook to the Moleskine Foundation Collection at the end of the workshop. In case of donation the participant should sign the donation letter referenced in point 3 of the Legal Documents section.
- **Notebooks shipment:** Write the name of the author of each notebook in a label and carefully pack each notebook. Each notebook must be individually wrapped especially the ones particularly delicate. For packaging use bubble wrap or packaging paper. We recommend using always cotton gloves to handle the notebooks. When shipping write on the box "Fragile" with a vertical arrow ↑.
- **Publishing on the AtWork online platform:** each notebook will be digitized (3-4 pictures max) and published online on [At-work.org](https://at-work.org) together with the related concept and a short bio and photo of the author.

MONITORING & EVALUATION PROCESS

Observer:

The AtWork format foresees a monitoring&evaluation activity and related tools to observe the educational context and the behaviors of the leaders, the facilitators and the participants, in order to collect data and elements for the scientific analysis of the educational and creative process. The Observer can be a student/professional with some experience in journalism, research, education, psychology, cognitive science etc. with a good capacity of Observation.

He/She should fill the Observation scheme.

There are 4 elements to observe:

- 1) Critical thinking
- 2) Metacognition / learning
- 3) Group/collaborative learning
- 4) Instructional design.

This task is usually PROBONO. It is meant as an exchange to participate to the experience free for free and benefit from the exchange, network and encounters.

Questionnaire:

At the end of the chapter (workshop+exhibition) the participants are invited to complete a survey on their AtWork experience online (En and Fr version).



BUDGET:

Stakeholders, Partnership, Sponsorship

Moleskine Foundation will provide the main partner with a provisional budget template (excel format).

The budget is divided into 3 cost sections:
general coordination, workshop, exhibition.

The budget template envisions the columns for each type of partner
(partner, partner in-kind, sponsor).

Stakeholders/ Partnership/ Sponsorship:

In order to enhance the community aspect, that is at the core of AtWork, each partner is invited to involve local community stakeholders to participate in the dissemination of the call for participants as well as in the chapter's implementation, in different pertinent fields/topics.

Partnerships and sponsorships are strongly recommended to share each possible budget line (travel, hosting, lunch box for the participants, catering, materials and so on).



Thank you

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