

Moleskine
Foundation





Can creativity change the world?

CREATIVITY FOR SOCIAL CHANGE

The Moleskine Foundation is a non-profit organization that pursues a mission of “Creativity for Social Change.” A central belief is that creativity is key to producing positive change in society and driving our collective future. Our focus is to inspire, empower and connect young people to transform themselves and their communities.



[Brief introduction to the MSK F.](#)



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We design and deliver programs that aim to unlock creative skills in youth and communities to enable positive social transformation.

A new player in the non-profit world

100% percent of the money received by the MSK Foundation goes directly to finance transformative and unconventional educational initiatives for youth in communities affected by cultural and social deprivation.

No overhead costs are charged on the donor/partner as they are provided by the MSK company.



22
Countries Reached

18
Initiatives created

33
Cultural Organizations supported

AW AtWork WA WIKIaFRICA EI ECRITURE INFINIE CT COLLECTION
C CONTRIBUTIONS R RESEARCH SA SUSTAIN-ABILITY

Our Programs

At Work

BY Moleskine Foundation

Inspiring a new generation of creative thinkers and doers

ATWORK

AtWork is an itinerant educational format, conceived by Moleskine Foundation and Simon Njami, that unlocks the creative potential of young people through critical thinking, growing their sense of self-awareness and self-confidence, and stimulating their changemaking attitude.

It contributes to building a new generation of creative thinkers and doers.

AtWork is a 5-day intensive workshop for about 25 participants, conducted by a unique creative mind. The participants debate the chosen topic and produce a final creative output, personalising a notebook, which becomes their answer to the question posed. Yearly themes of AtWork Tours stimulate collective discussion and personal reflection on issues such as identity, diversity, culture, and community. The creative outputs are first exhibited in a local collective exhibition and then in the final international Tour exhibition. The participants can then choose to donate their works to the Moleskine Foundation Collection.

All AtWork participants become part of the AtWork Community, a group of global creative thinkers who believe that creativity can be a tool for social transformation.





[Simon Njami](#) is a Paris-based independent curator, lecturer, art critic and novelist.

He is one of the most prolific and influential contemporary intellectuals from the African Continent. His internationally acclaimed exhibitions have redefined contemporary African Art and his shows reached more than 5M people worldwide.

Simon is AtWork co-creator and Advisor.

AtWork to Date

2012-2019

AtWork
New York
Chapter 14

500+

Students

1000

Community
Members

24

AtWork
Workshops

20

Countries

AtWork London Chapter 18

AtWork Lab Watou

AtWork
Art Fair
Paris

Art Basel Fair 2015 e 2016

AtWork
Lisbon
Chapter 08

AtWork Lab
Athens

AtWork Lab Venice
AtWork Lab Florence
AtWork Modena Chapter 05
AtWork Corporate Milan
Appartamento LAGO Milan
AtWork Rome Chapter 10
AtWork Venice Chapter 16

AtWork Lab
Manama

AtWork
Cairo
Chapter 04

Dak'Art
Biennale/Afropixel
2016

AtWork
N'Djamena
Chapter 11

AtWork
Dakar
Chapter 01

AtWork
Addis Abeba
Chapter 06

AtWork Abidjan
Chapter 02

AtWork Douala
Chapter 09

AtWork
Libreville
Chapter 15

AtWork
Kampala
Chapter 03-12

AtWork Lab
Cochabama

["I had a dream" Tour 2018](#)

AtWork Harare
Chapter 07-13

AtWork Maputo
Chapter 17

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“AtWork just ripped everything apart, so that I could start over. And it was beautiful. It shifted the way I am absorbing the information in general. Walking away from this experience I am going to be a different person in every way in which I interact with the world.”

Dalaeja Foreman,
AtWork New York participant.

THE ATWORK PROCESS

1

WORKSHOP

2

EXHIBITION

3

COMMUNITY

4

COLLECTION

THE WORKSHOP

A key element of AtWork is a workshop for about 20 participants, conducted by an artist or curator. Each participant creates a personalized notebook through a creative process that allows them to explore their connection to a chosen theme. Yearly themes stimulate collective discussion and personal reflection on issues such as identity, diversity, culture and community. In 2018, the chosen theme was “I had a dream”, in 2019 “Where is South?”







THE EXHIBITION

Participants are invited to donate their work to AtWork's collection of 'artist notebooks' at the end of each workshop. The donated notebooks are then displayed in annual exhibitions at partnering institutions around the world. The exhibitions allow visitors to take a glimpse into the workshop's creative process.



COMMUNITY

All AtWork workshop participants become part of the AtWork Community, a group of global artists, students, curators, cultural organizations, intellectuals, who believe that art can be a tool for social transformation. The AtWork Community is built over time through the programming, networking and collaboration that happens around the initiative's workshops and exhibits



1241
Total Notebooks

THE COLLECTION

A unique tool for community development

Through Moleskine Foundation Collection AtWorkers can become part of a unique selection of works created on a Moleskine notebook by internationally acclaimed contemporary creative minds, donated to the Foundation to support its activities. It's a collective creativity relay, a virtuous cycle of giving and inspiration.

We are committed to showcasing the collection at international art events, festivals, exhibitions, and Biennales to give as much visibility to AtWorkers as possible.



Centre
Pompidou

LA GALLERIA

NAZIONALE



ART
PARIS
ART
FAIR

SFMO
MA

San Francisco
Museum of
Modern Art

Art | Basel

Moleskine
Foundation

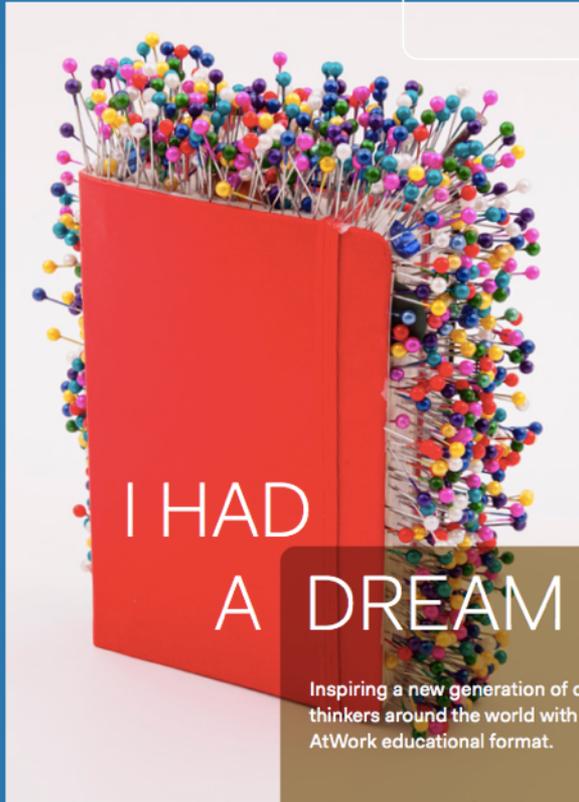
ATWORKERS' NOTEBOOKS



VOLUME N°1

Moleskine
Foundation

folios



FINAL TOUR PUBLICATION

In 2019 we have printed the first Moleskine Foundation Publication *folios*, which was the final catalogue of "I had a dream" 2018 Tour and featured all the 100 notebooks showcased at the final Tour exhibition at the Africa Center, NY: 84 created by the participants of the Tour in 4 countries as well as a selection of 16 big authors from the Moleskine Foundation Collection.

In 2020 we are planning to publish 3 more *folios*.

A UNIQUE EDUCATIONAL FORMAT

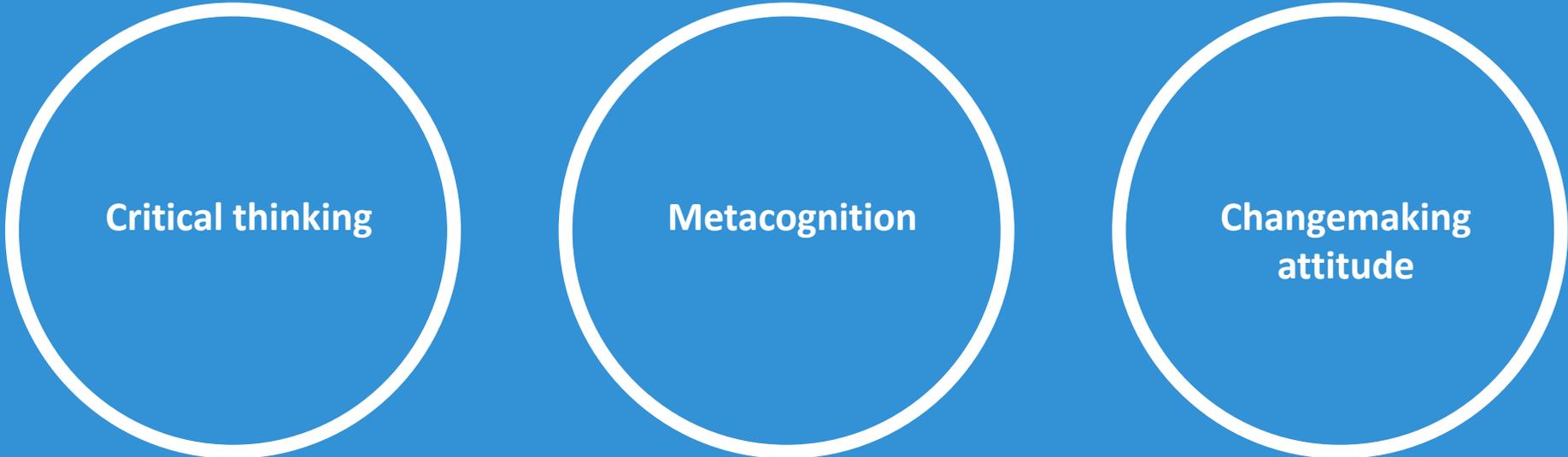
In 2018 a Monitoring & Evaluation report carried out by an independent consultancy firm specialized in cognitive science demonstrated that AtWork methodology can:

- positively impact the participants' critical thinking and metacognition skills
- empowering participants to “learn how to learn” by themselves and
- to become more independent in their learning path and choices through daily life, in contrast with many traditional education settings where learning is planned and controlled by an authority.

The current research protocol envisions a mandatory final questionnaire for all the participants and an observer in field to monitor and document each chapter's process. The research protocol will be further implemented during the next AtWork Tour “Where is South” 2019.



SKILLS DEVELOPED BY ATWORK PROGRAM



Critical thinking

Metacognition

**Changemaking
attitude**

PARTICIPANTS QUOTES



“Made me think greatly about who I am and who I want to be... Thank you for a new mind.”

Immy Mali, AtWork Kampala participant

“In only 5 days I have found myself, I became a risk taker, a rule breaker, I created a rebel.”

Miriam Namutebi, AtWork Kampala participant

I'm grateful to AtWork for being an eye opener and making me discover a new talent in me.

Nourhan Refaat, AtWork Cairo participant

CHANGE-MAKING ATTITUDE

“My questioning for years was whether I was crazy, or I had lost all sense of reasoning. Thanks to this experience I received the answers to my questions...I am not crazy I am simply a sensitive person. Today thanks to the AtWork format I know how to get closer to my ME and exist without having a big inner fear veiled by my smile. I can smile without worry and live as I am.”

Claude Massassa-Bunny
AtWork participant and
organiser





AtWork Tour 2019:
Where is South?



NEW YORK
The Africa Center

LONDON
Tate Modern

VENICE
Venice Biennale, UNHCR

LIBREVILLE
National Museum of Gabon

MAPUTO
National Museum of Art

125
Students

2300
Young Audience
reached

5
Institutions

Where is South?

ATWORK TOUR 2021 “WHAT COMES FIRST?”: STAY TUNED!



At Work

BY Moleskine Foundation

“I’d say that if art has a role it’s to build the sensible and to re-enchant the world, to create that community of thought, of sensibility and of aesthetics, which is the only way to re-enchant the world”

Simon Njami, speech at the Dak'Art 2016 press conference