

Workshop: „Can posters change the world? Loesje creative text writing”

Date, Time: Wednesday, 28.09.2011, 9:45 – 12:45 including 30 minutes break

Trainer: Torben Grocholl, freelance trainer, Loesje Austria

Workshop content/theme

Collaborative writing of short texts by a special creative text writing method developed by Loesje.

Aims

Loesje is simultaneously a worldwide collective of people who want to make the world a more positive, creative place and a girl from the Netherlands. Local Loesje groups write and spread posters all over the world, signed by the girl Loesje, with texts about everything that happens in society. Loesje texts are mostly positive and funny, and at the same time critical, aiming to stimulate the viewers to see things from new perspectives, and take action in their own lives. During our Workshop the participants take part in a creative group process of making short texts (one-liners) by a special creative text writing method that Loesje has developed. No previous experience is needed and all participants can include topics they would like the group to write about. It is a fun and inspiring activity!

Method(s)/Approach

- 1.) Quick name round and clarification of expectations
- 2.) Introduction of Loesje
- 3.) Warm-up text writing exercise
- 4.) Brainstorming and discussion of topics
- 5.) Introduction of creative text writing methods : ACCESS (Associate, Contradict, Compare, Exaggerate, Stimulate, Suggest)
- 6.) Collaborative writing process
- 7.) Circling and explanation of next steps
- 8.) Evaluation and Feedback

Further tips, sources, resource material or links

www.loesje.org

Impressions, Outcomes of the workshop

Topics

- Facebook
- Why does this area smell in the evening?
- Loesje
- Self-confidence vs. Self-limitation
- The importance of coffee breaks
- Toilet paper
- Cheating

- Pressure
- News headlines
- Public Transport
- Important decisions in life
- Is creativity a revolutionary force?
- Media and manipulation
- Travelling and discovering
- Ignorance / Underestimating others
- Sleeping
- Sport and carpet
- Queuing
- Advertising
- Food

Selection of short texts

DISCOVER THE DUCK INSIDE YOU / LOESJE

LOESJE / HARD TO SPELL / BUT NICE TO KNOW

THE ONLY THING YOU REALLY HAVE TO DO / IS STANDING ON YOUR HANDS / LOESJE

WHAT IS THE POWER THAT FORCES YOU TO READ THIS TEXT / LOESJE

IMPORTANT DECISIONS / DEFINE IMPORTANT / LOESJE

RUMOUR / LOOKING DOWN ON SOMEBODY MIGHT HURT YOUR NECK / LOESJE



Workshop: „Can Posters Change the World – Loesje Creative Text Writing”

Date, Time: Thursday, 31.03.2011, 10:30 – 12:30 and 14:15 – 16:15

Trainer: Torben Grocholl, Loesje Austria

Workshop content/theme

Collaborative writing of short texts by a special creative text writing method developed by Loesje.

Aims

Loesje is simultaneously a world wide collective of people who want to make the world a more positive, creative place and a girl from the Netherlands. Local Loesje groups write and spread posters all over the world, signed by the girl Loesje, with texts about everything that happens in society. Loesje texts are mostly positive and funny, and at the same time critical, aiming to stimulate the viewers to see things from new perspectives, and take action in their own lives. During our Workshop the participants take part in a creative group process of making short texts (one-liners) by a special creative text writing method that Loesje has developed. No previous experience is needed and all participants can include topics they would like the group to write about. It is a fun and inspiring activity!

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Impressions, Outcomes of the workshop

Topics Workshop I:

Globalization, Sparkles of hope, Family communication, Neighbours, Loesje – how does shoe look like?, Empty talks – Blabla politics, Love, Our headlines in the news, Media stars, Freedom – What makes me free?, Anything else, What makes me wonder?, Homeless Dogs, Food, Nuclear energy, Being shy – why?, Reality shows, Democracy as an illusion, Fear of growing up – Insecurity, Do it now!, Future, Who decides what art is?, Desasters and dimensions

Topics Workshop II:

Women's Rights – Emancipation, Start from Yourself, Open Space, Giving & Taking, Cakes, Monsters, Education, What makes you laugh?, Dirt, Me & My Mind, Loesje, Why do we do things?, Dancing as a way to express yourself, Headlines you want to have in the news, Do you want to fly?, Communication & Freedom, Foreign Languages, Animal Rights, Dreams, Smiling

Selection of short texts:

FOR THE FREEDOM TO SMILE ON YOUR PASSPORT PICTURE / LOESJE

WHY SHOULD I FOLLOW AN AMERICAN DREAM / I HAVE MY OWN ONE / LOESJE

I'M NOT SHY / I'M CELEBRATING A BIG PARTY IN MY HEAD / LOESJE

MY MIND / A BIG THING IN A SMALL PLACE / LOESJE

SCHOOL / THE ONLY PLACE WHERE FOREIGN LANGUAGES ARE NOT FUN / the kidbrother of LOESJE

HOW TO OPEN PUBLIC SPACE / LOESJE