

CREATIVITY
SPARK



My Creative Spark Part of the Forever Curious Project

Project Aims

- To share Creative thinking and ideas between children and adults in creative industries in a safe, structured way
- To excite and develop participants curiosity and appetite for creativity
- To learn from each other through sharing workshops that are creative, inspiring, fun and collaborative
- To develop a learning tool for schools, families and creative industries that is unique and useful in inspiring Creativity

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Who are Wieden + Kennedy?

- Wieden + Kennedy is an independent, creatively driven advertising agency
- Our founder Dan Wieden believes that young people are at the creative forefront of our futures. Based on this notion he founded Caldera, a highly effective enrichment programme for underprivileged young people in Portland, Oregon. Still thriving today, Caldera focuses on nurturing creative talent amongst young people, supporting them to achieve personal growth and success through and in the arts.
- In our London office we wanted to keep up! We believe that the vibrancy of young people in inner London can provide us advertising bods with a vast amount of insight and inspiration. As an agency, we have a wealth of creative talent that we want to use to help nurture and enrich the creative curiosity and talents of young people.
- Our desire to do something meaningful within our local community has led us to project 'spark'

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Why Forever Curious ?

As an agency, we realise the power of creativity and are humbled by it. We strive to apply the curiosity of the young to the work we produce and the conversations we have. We want to aspire to the elvinened, enriched and generally curious nature of young people, and their desires to learn about the world around them and everything beyond.

Forever Curious is the never ending exploration into the what ifs and why's, the lets try it and see, the bubbling energy of ideas that are boundless and unrestricted. It is at the centre of our mantra 'walk in stupid, every day'.

In children the sense of curiosity and excitement about the world is unrivalled. We believe by opening up the doorway to sharing between creative minds in both our industry and young people, we can step forward into a world of sharing, learning and developing together.



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Creative Spark Cards

What are they ?

A learning tool developed between children and adults that stimulates their curiosity and broadens their creative experience.

Expressed in a collection of creative inspiration cards designed by children and W+K people.

What is a creative inspiration card ?

A two-sided card that captures an individual's creative moment and brought to life as a personal description and picture.

The cards will be shared between children and W+K people in a creative and collaborative Sharing and Exploration workshop, to inspire each other creatively.

The Creative Spark cards and evidence of the process will be displayed in an exhibition to showcase the journey and the end result

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Creative Spark Card Layout

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I AM MOST CREATIVE WHEN...

CREATIVITY FEELS LIKE...

I CAN SHARE THIS WITH OTHERS BY...

MY EVERYDAY CREATIVE ACTION IS...

MY CREATIVE SPARK

NAME

SCHOOL

AGE

Learning Outcomes

- Enhanced Creative thinking
- Team work skills nurtured
- Confidence and Self Esteem raised
- learning from each other whilst engaging in a range of creatively broad activities that develop learning and awareness on many levels
- Validation of Creative ideas and thinking
- Speaking and listening skills enhanced
- Thinking, planning and executing skills developed
- Monitoring & evaluating skills enhanced

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How does it work ?

- 4 schools in East London will pilot Forever Curious 'Spark' in Education
- A lead teacher and 20 pupil premium students from years 3-5 will be selected by SLT
- This group of children and the teacher will work with a member of the WK team and our education consultant in a two hour workshop, where 'personal sparks' will be creatively explored
- 5 of the most interesting 'spark' moments will be selected by the group and ideas around how to articulate and re-create these moments in a creative way will be explored and developed. By the end of the workshop the five spark moments will have been developed into a creative activity/experience that can be shared with adults in the 'sharing and exploration workshop'
- WK staff will be doing to same. Identifying and working out how to share their 'Spark' moments with the children, in fun and meaningful ways
- A 3 hour sharing and exploration workshop will be run at a local venue for each school with the 20 children and staff involved, plus the 20 WK staff members, who as a group will collectively explore the spark activities, discuss and evaluate
- The Creative Spark cards will form part of a vibrant exhibition to showcase the project process & outcome and the launch can be visited by parents/carers, school staff and friends of WK
- A display can also be created by WK in each school taking part, to share the work with the wider school community and visitors

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The Workshops



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Introduction Workshop : School premises

20 children, 1 lead teacher, 1 WK education specialist, 5 WK Spark Leaders

2 hours (15 minutes with lead teacher)

- Introduction and welcome by W+K
- Introduction from school: A bit about you
- Warm up and ice breaker games
- Team exploration. What is creativity?
- WK share some of their creative spark moments
- Pair exploration: What is your Creative Spark? How could you re-create your Creative Spark for someone else to experience?
- Sharing ideas. Facilitated sensitively to support and nurture the children's belief in themselves and their ideas
- Discussion and evaluating & choosing final 5 spark moments
- Developing these into activities that can be shared

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Exploration and Sharing Workshop: local Venue

20 children, 1 lead teacher, 1 WK education specialist, 4 WK Spark Leaders

20 Wieden + Kennedy staff

3 hours

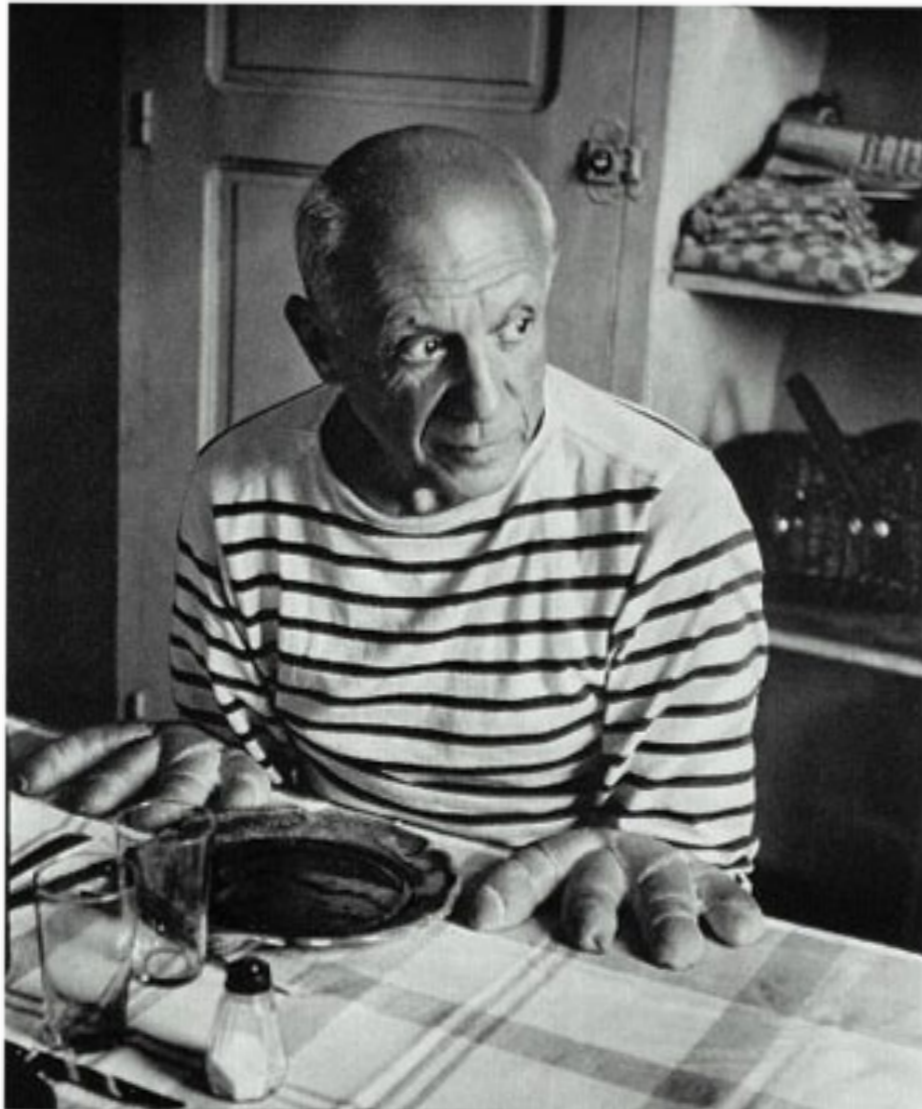
- Welcome by Wieden + Kennedy
- Plan for the session
- Meet your buddy
- Ice breaker games
- WK Spark moments explored
- Discussion and evaluation
- BREAK : refreshments provided. (School stations set up)
- School Spark moments explored
- Discussion and evaluation
- Reflections and Next steps
- Thankyous by Wieden + Kennedy

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The Exhibition

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An opportunity to share
and celebrate the
process and outcome ...
July 21st
venue tbc



“Every child is an artist.
The problem is how to
remain an artist
once we grow up”
- Pablo Picasso

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