



Lifelong
Learning
Programme

ECLN Partner Test Report

Mulab, Italy

Work Package 4



YOUNG GURU PROJECT

I. PEOPLE + PURPOSE

a) People: Who will be involved in the activities? What are their roles and relationships?

The Young Guru Team was made by three organization: MuLab, Fondazione MAXXI and Ricerca e Formazione Associazione partners.

Staff: Enzo (Project Manager and Working Team and Creative Process facilitator) Anna (PR and Communication Facilitator) Maria Domenica (Teacher and Pedagogy) Stefania (Art Historian and Creative Process facilitator) Fabio and Golfredo (Coach and Team working facilitator). They know each other since years and they already co-operated in different projects with private and public funds.

The Target Group: In the Young Guru Project are currently involved 10 university learners (3 men and 7 women) aged between 22 and 24 years, selected from over 210 requests for participation. There are also one "Peer Tutor" and a "Shadower" student. During the recruitment were also selected 2 other students as "Listeners". All the people in the target group have no relationship (they don't know each others) and comes from different background (Economics, Design, Architecture, Environment, Education, Law, Arts).

b) Purpose: What is the purpose of these activities? Why do you want to do them?

The purpose of the project was to test the creation/development of a new professional role, a new job which is emerging in recent years, especially among young people: a mediator/facilitator of the cultural offer. We called him "Young Guru". He/She is a practitioner who promotes the participation and the fruition of live art performances, exhibitions, artistic and cultural, through the creation of networks on social media and the creation of events, able to promote their use.

II. PLANS + PLACES

a) Plans: What plans have you made? How will you carry out these activities?

The project is articulated in three phases:

- 1) Theoretical – Large group (25 hours – Led)
- 2) Experiential – Sub Groups projects (25 hours – Facilitated)
- 3) Self Directed – Individual projects (50 hours – Self directed)

In July, 50 hours of pilot tests have been divided into a theoretical part of 4 modules (in each modules there were 2 identified descriptor of each core curriculum) for a total of 25 hours and an experiential phase of the 25 hours. During the months of August and September, in view of the final test, the students take care of their individual project (50 hours self-directed) designing a strategic plan for the audience involvement at the MAXXI, linked to an aspect of the museum (with or without an event of their choice) in a maximum of 6 folders.

NATIONAL CORE CURRICULUM	DESCRIPTOR
SELF-AWARENESS	<p>Was assessed not as a skill in itself, but as a parameter/benchmark of the level. Therefore drew up a survey form with two levels of evaluation: level of performance and level of awareness.</p> <p>The instrument has been used in a very flexible way: it was not always necessary to report the double assessment, or assess all the skills</p>

SUB GROUP CORE CURRICULUM	DESCRIPTOR
COMMUNICATION	<ul style="list-style-type: none"> - synthesize and grasp the core of a story - contact the target identified in accordance with an appropriate linguistic register
TEAM WORKING	<ul style="list-style-type: none"> - share ideas and information to solve problems - facilitate understanding between team members
CREATIVE PROCESS	<ul style="list-style-type: none"> - manage resources, activities, people - respond effectively to the needs of the client

b) Places: Where will these activities take place? In one place or many places? What are the characteristics of the place(s) or space(s)?

The training activities were held at the MAXXI Museum (inside and outside spaces) and the Flaminio Library (a part of the network of the Libraries of the Municipality of Rome) and in a closed



The MAXXI foundation was happy by the results achieved. The Director of the Education Department invite the Young Guru's to create an event around a big installation of Penone that will be uninstalled in September. Probably the Young Guru's will be invited to interview the current PM for his visit at the MAXXI. Other big organization are asking us to deliver the project for Drama and Music. Some of the Young Guru's are planning to create their businesses applying to different "Start-up" Bid (one of our secondary purpose was to encourage their vocation of entrepreneurship).

The activities will be evaluated at the end of the project in September in a report with benchmark indicators coming from the different questionnaires, observation reports and customer satisfaction.