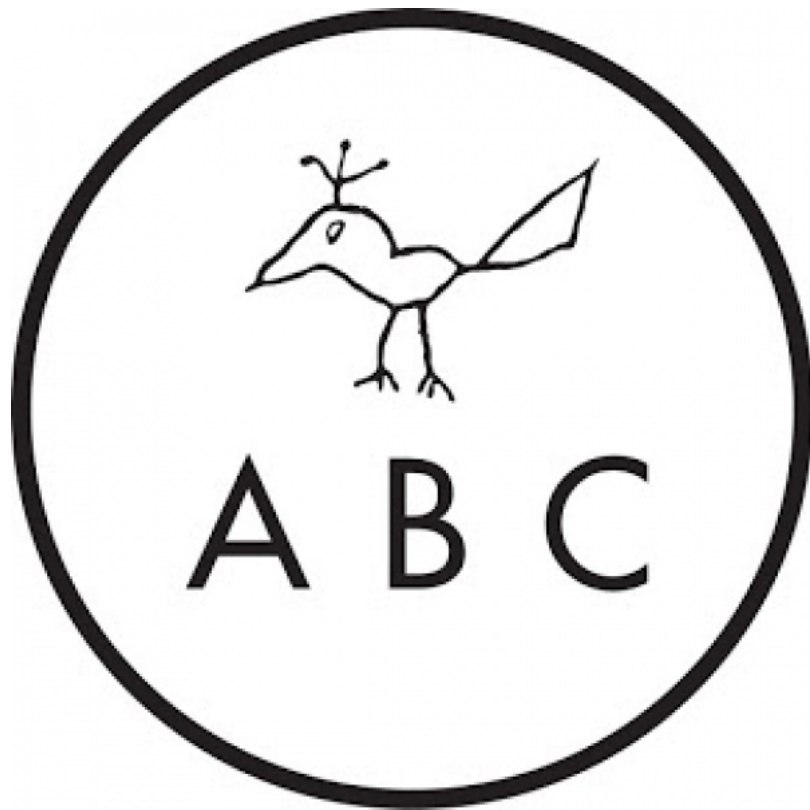


# ABC - ART BASICS for CHILDREN



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**ABC is situated on the border of art and education: it is a laboratory for aesthetic experiences, creative development and artist awareness**

ABC = the first letters of the alphabet. ABC = ART BASICS for CHILDREN. But the C not only refers to children but also to critical, to asking questions and to communication. The B in Basics is also that of the Brain or of awareness, and A is the first letter of Art but also of Anthropology and Anima, the soul of things. ORIGEN ABC (ART BASICS for CHILDREN) is the brainchild of Gerhard Jäger. When he became a father, he went in search of stimulating books and play materials for his growing son as an indirect visual guide to the arts. This book collection, in which culture and education are central, grew to the extent that he wanted to share it: with other parents, but with teachers, librarians, educators as well, and last but not least, with other children. The most interesting ideas from the numerous books were selected and transformed into play and workstations: small islands where children and adults, individually or together, could get started using their imaginations, senses, hands, etc in a fun and creative way. And of course they could also rummage in the books where it all started. In this way the interactive ABC studios were born. MISSION Everyone is entitled to a "poetic life". With this ideal in mind, ABC uses the artistic process as a step towards dialogue, and as a reflective tool for young and old to use as support in integrating art into everyday life. To this end, we collect the most inspiring books, ideas, visuals, materials and media in the field of art and education, and unlock that collection in various ways (studios, workshops, publications, etc). The idea is that everyone, regardless of age or background, is able to experiment in and with the collection. This experimental approach should also integrate into everyday reality. In addition, ABC is working on strategies to inspire (future) teachers, through informal learning experiences, to teach in a more artistic and personal way. We are working on a new, interdisciplinary teaching culture in which art (education) is woven into all areas of the curriculum. GOALS

- Integrating art and culture into society One of the main objectives of the organization is the development of a more direct relationship between art (in the broad sense of the word) and everyday life. Therefore, ABC wants to provide a more integrated place for art and culture in society, in education and in the life of every individual. Not necessarily by seeing children and youth as future artists or culture consumers, but by making them primarily more familiar with the ways in which artists and other creative spirits deal with the world and life.
- Offering an aesthetic experience in a sophisticated spatial context ABC also wants to offer its audience an aesthetic experience through carefully selected educational games and other materials and through a visually appealing and inspiring book collection. All this in a qualitative and carefully designed environment.
- Encouraging play and playful learning/Developing talents The projects focus on enjoyment of the game as a priority, as an act of imagination, creativity, dexterity, communication and sheer pleasure. An ABC-environment is a place where adults learn to play again, and where children play to learn. Through playing, they can explore and develop more intellectually, socially, artistically or spiritually.
- Learning to look, listen, live with curiosity Art and cultural participation brings up questions, encourages dialogue, broadens awareness, helps us to become conscious of what we see and hear, and over time, to a more conscious life. An important aspect of this is the promotion of image literacy and media literacy, so that children and adolescents learn to critically cope with the myriad of visual

