



# Create innovatively NOW

International workshop  
April 3-7, 2017, Zagreb - Croatia

# FEEDBACK



Järvilakeuden kansalaisopisto

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his evaluation report is an inofficial feedback of the course we took in Zagreb Croatia April 2017.

We have gathered here our personal feelings and thoughts in order to give you ideas how to make your future workshops even better “better learning experience for your customers”.

As a whole we are most pleased and thankful for the week we spent with you and looking forward to new opportunities to meet and work together.

We wish all luck and prosperity for your cooperative!

Leea Keto

Jarmo Kumpula

Päivi Kultalahti

# WORKSHOP

## 2017/4/3-7

### MAKSIMIR ZAGREB

Create Innovatively NOW was an experiential five days workshop from April 3rd to April 7th 2017 about creativity in action, rapid innovation and deep presence. The workshop took place in the beautiful Maksimir Park in Zagreb – where we were together both outside in the park or inside in a restaurant from 10am to 3pm daily. Afternoons and evenings we went out across the whole city to the most attractive and suitable pockets and places to work and create.

We were invited to be fully present during all the course dates: engaging in activities, being on time for sessions and committing fully to learning, sharing and exploring the topic.

The main theme of this course is the exploration of our creativity in the real life activity of video making. The topic of the week is "Humans and Nature". We used nature and Maksimir park for inspiration, thus be ready to host yourself and prepare your body (and clothes) for an active and engaging presence.

Sharing personal experiences and listening, taking inspiration from nature and giving examples of innovative human creations were essential parts of the workshop.

*The fundamental longing of humans is to express themselves; the fundamental human ability is creativity. Expression can have different forms and needs a variety of tools and techniques. Tools and techniques without the right skills are wasted potentials.*

*Being creative causes suffering if we cannot live creatively in our profession. It is not only about how to act with more tools and techniques, but to build a bridge between your voice and your work. It requires clarity of what someone wants to express and an understanding of the creative process.*

This workshop employed the magic of a group, working together, learning together, providing service, support and feedbacks with each other, being active, but guided and protected.

One topic, the same process, an individual approach.

Booklet:

[https://docs.wixstatic.com/ugd/1e6bc9\\_5b263184b263475cb99274e7a42960c2.pdf](https://docs.wixstatic.com/ugd/1e6bc9_5b263184b263475cb99274e7a42960c2.pdf)

This workshop was the result of the European TECRINO project.

<http://www.tecrino-project.eu>

# OBJECTIVES

## Embrace your creativity

Accepting creativity and innovation as an integral part of one's being. Change your perceptions, create new symbols, explore all the possibilities film/video can provide, create new metaphors using only one's sense of vision or body language. Develop your ability to sense. Trust your sensibility and trust your intuition. Use your imagination.

*Acquire new creative skills*

*Discover new methods and tools to express yourself and create your desired outcome.*

*Understand the creative process*

*Discover new methods and tools to express yourself and create your desired outcome.*

*Sharing*

*Discover new methods and tools to express yourself and create your desired outcome.*

# TRAINERS

Mare Šuljak,  
Goran Hudec  
Jasenka Gojšić

supporting  
Dunja Vuković

and  
Iva Mrkić  
Roko Sikavica

# PARTICIPANTS

Leea Keto  
Jarmo Kumpula  
Päivi Kultalahti

To ensure sufficient time for the creative process and the realization of the video it was necessary to prepare a synopsis and scrip before starting the workshop. We wrote something like this about our aims and wishes:

## SYNOPSIS

### **Rauha and Reiska abroad**

Rauha and Reiska are two eager middle-aged students in Järvilakeus Adult Education Centre.

Their most recent course is English for Tourists and they travel to Croatia to practice their skills (actually they were supposed to fly to Turkey, but accidentally their bookings went wrong).

During the week the couple ends up in various confusing situations eg in bars, hotels and restaurants etc. and they try to cope with their inadequate language skills. They compete with each other which of them can solve problems better.... and normally this causes even more problems...

All's well that ends well: gradually their skill get better and by the time they are leaving to Finland they speak only English together!

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*We have made a few Rauha and Reiska videos to market Adult Education Centres courses. The aim is to bring laughter in marketing and get new target groups to participate.*

*We usually make videos about 2 minutes long and without rehearsals or script. We edit videos simply with Windows movie maker or Sony Vegas. I have also tried a little Adobe Premiere and YouTube editing possibilities.*

*Examples of our earlier "productions" :)*

*<https://youtu.be/X3u7Q0pyo70>*

*<https://youtu.be/MycQ65FsTVM>*

*<https://youtu.be/osFhk2LQmOM>*

# PROGRAMME

Monday April 3rd

## **Meeting each other**

17:00 Opening Circle - check-in

Introduction to the coming week

19:00 Eating together for the first time

Tuesday April 4 th

## **My story**

10:00 Morning exercises of acting skills

11:00 Discussion of prepared storyboard and scenarios

12:00 Just tell it!

Define your scenario (based on pre course preparation)

14:00 Creative processes

reflect and conceptualize

HMW Museums as innovative case studies

Wednesday April 5 th

## **Collecting bit and pieces**

10:00 Morning exercises of acting skills

11:00 Tips & tricks about video filming

12:00 Shoot!

Take video sequences according to the scenario

14:00 A creative person

How creative are you?

HMW Selected video collection study

Thursday April 6th

## **Manifesting our stories**

10:00 Morning exercises of acting skills

11:00 Video editing

12:00 Do it!

14:00 4 P theory: Product/ Person/ Place/ Process

HMW Brush the video up

Friday April 7th

## **Rehearsing and harvesting**

10:00 Feedbacks and learning

11:00 Rehearsing

Can you do it better / brush it up?

14:00 Explore the future from within

Premiere party



## FEEDBACK



**W**e got a friendly welcoming to Zagreb. Goran picked us up from the airport and took us to accommodation, which was very nice and situated in an excellent place in the centre of city. Dunja taught us how to buy tram tickets and we went together to Maksimir. It was a nice detail to see our names written in the welcoming board. Because we had a long trip behind us, it was good that the program in the first evening was light. It was surprising that the big restaurant was only in our use whole the time. The food was delicious and the staff was friendly. The place (both the restaurant and the park) was very inspirational environment for creative work.

**Opening circle** divided our opinions – Leea thought that maybe the circle came too soon

– maybe it would have been better when we would have known each other better (maybe the other day). Jarmo says that he is a typical Finnish man, who doesn't want/cannot speak about his feelings (and it is much more difficult in English!) Päivi thought that it was a nice jump to the new form of studying. Maybe that was the best way for the trainers to learn what we are expecting from the course.



**Actings skills:** exercises were interesting and there could have been more of them. Rocco could have explained beforehand in the classroom more about the technique of filming and acting. That could have saved some time in the set.

**Storyboard:** the meaning and relevance of the storyboard seemed a little bit unclear for us.

**Shooting and editing:** We all thought that this was the best practical part of the course. It was new and exciting to see how one can build an interesting story from little pieces. We didn't understand how much work it takes to make a film. It was nice to discover that you can make a good quality even without special equipment (for example only by a mobile phone) – when you know what to do and how to edit. The editing part was too short- we learnt how many possibilities the editing program can provide, but we didn't have enough time to learn how to use the program.



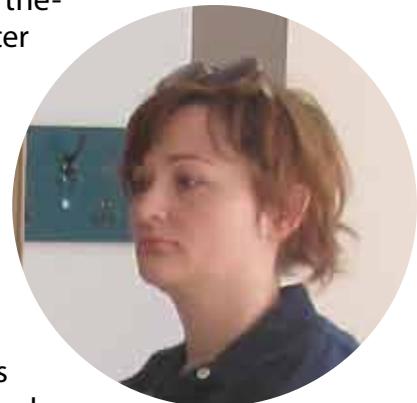
Our project: Rauha and Reiska  
TOILET: <https://youtu.be/yiQOzhTQfII>

**“Human and nature”** worldcafe exercise and lecture about divergent and convergent thinking invited reflection, even though the exercise was a bit too complicated for us. The message was heartwarming!



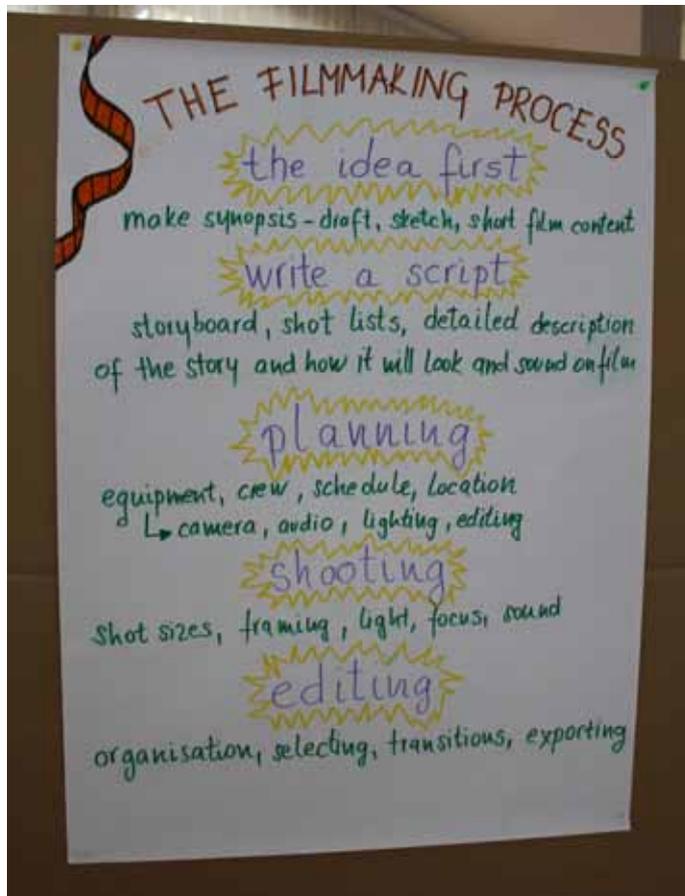
### Theory: Product/ Person/ Place/ Process:

The subject and structure of the lectures was good, but the examples could have related to movie world. So there could have been a better connection between the other part of the course. Maybe the lectures could have been held earlier before noon.



**For the future:** It would be nice to know about the trainers’ own creative work and publications (Goran’s novels and Mare’s

pdf and other materials got too little attention. In the program should have been more time to focus on them, too.



**The museums** were interesting and inspirational, especially the concept of the Museum of Broken Relationships was something new. The mushroom museum was an example how you can express your special devotion.

**Zagreb** is an interesting place and if we had more time, it would have been nice to visit some places connected to the subject of the course (studios, scenes, theatres etc.) For example, it was a pity that we couldn’t take part in the premiere of Dunja’s sister.

So we recommend, that the course should last longer!



Create Innovatively  
**NOW**

Welcome

Jarmo Paivi  
Dunja Leea Iva  
Josenka  
Roko Goran Mare

