

## Social Sensibility R&D Department

When the time allows it (in case of at least one or two full day of workshop /team building) an introduction to the department's strategy and to its unique usership of conceptual art is offered, with a slides-presentation followed by a discussion and two other exercises:

- ) the perception exercise
- ) the problem exercise

## The 7 Words Workshop / Exercises

The 7-words research project is proposed as a creative practice and can function as a one-day team-building exercise / an art workshop for graduate and post-graduate / a whole research-oriented long-term project.

In the short one-day format at least 3 hours are needed and the exercise is developed in three different stages.

Before starting, an agreement with the participants is reached, according to which, the material produced can be anonymous or not.

In the first stage, the selected people are asked to illustrate in 10 minutes, with a quick sketch or a more refined drawing (according to their own choice) their understanding of 5 specific words: Authority, Autonomy, Territory, Border, Communication

Once this is done, a photo/scan of each drawing will be taken.

In the second part of the workshop people are organized in groups of 4-6 and the drawings are exchanged between the individuals who made them and a discussion is held around every single word and every single visual interpretation.

Then in every group, all drawings are rotating around and everybody intervenes on everybody's else drawing using a different color pen/marker

Once this is done, a photo/scan of each modified drawing will be taken

In the third part of the workshop the selected people are presented with two more words to be illustrated:

Desire and Transformation

The previous sketching procedure is then repeated in its individual and collective modes.

Once these two parts have taken place, the groups work collectively to give their own rendering of the 7 words using actions/performances/installations using the class environment, the available spatial conditions and objects and those they brought from home.

Installations and actions are filmed and photographed by individuals and group and kept in a common archive for the final discussion

The 7 words exercise has already been practiced and tested in the following official venues:

- ) Bernard Controls China, All Staff
- ) Bernard Controls France, All Staff
- ) Guangzhou Fine Arts Academy, post-graduate students
- ) Harrow International School Beijing , A-Level Students
- ) EDF China, Mid and Upper Management Teams
- ) Alstom China, Upper Management Team
- ) Beijing Normal University, UserX Experience (newly born course), post graduate students

The 7 Words Workshop / Exercise is an activity that belongs to the intellectual property of the Social Sensibility R&D Department.