

OPEN CALL — AGE OF WONDERLAND 2017

100  
DAYS  
AGE OF  
WONDERLAND  
2017  
OF  
LEARNING

DEADLINE:

20 APRIL 2017 00:00H (GMT+1)

# TURNING LESSONS INTO ACTION: ONE DAY OF LEARNING

What about taking a journey from knowledge to wisdom? In order to rediscover knowledge, challenge beliefs, and exchange life experiences with others, Age of Wonderland invites you to engage in this journey and apply! We ask you to send us your proposal on how we can make learning more interesting, fun, rewarding, entertaining, inclusive and a part of everyday life!

For once, let us ignore the institutions, the professional educators, the commercial seminars, the self-help books, and ask you directly to teach us something that you think is relevant for the future of our species and planet. Something we can incorporate into our daily lives. Age of Wonderland invites you to turn your personal experiences and knowledge into shareable wisdom, to enable others to embrace the change you feel we need. Which of life's challenges have given you new insights? Are there certain events in your life which generated important and shareable lessons? What motivated you? We're not interested in textbook knowledge, but rather those things that helped you towards a newly gained perspective on (your) life.

## Embrace change on an individual level

This year's edition of Age of Wonderland acknowledges that for us to make the world a better, healthier and more inclusive place, we need to embrace change on an individual level and to inspire those around us to do the same. To facilitate this, Age of Wonderland has devised a program of 100 DAYS OF LEARNING. We invite innovators, scientists, engineers, artists, designers, social entrepreneurs and thinkers from around the world to share their stories and their ideas with us, from their own personal experience and practice. What do they feel we need to learn to make a positive change?

You are invited by  
founding partners:

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**BALTAN  
LABORATORIES**

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dutch design  
foundation

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dutch design  
week eindhoven

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world design  
event

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CREATIVE  
TRACKS  
TALENTS WITHOUT FRONTIERS

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**'There is none  
who cannot teach  
somebody something.'**

— Balthasar Gracián

Since 2014, Age of  
Wonderland has celebrated  
the notion that creatives  
need to work together on  
a global scale to tackle  
today's challenges.

This especially means  
including the expertise,

the experience and the perspective of thinkers and makers from the  
all over the world. Age of Wonderland has inspired, facilitated and  
showcased this cooperation during three editions of the Dutch Design  
Week in Eindhoven, The Netherlands, an event which attracts some  
300,000 visitors each year. During these past three years, we have  
learned of the importance of face-to-face learning experiences, of  
sharing success as well as failure, of connecting on a personal level,  
and of raising awareness among the public of the necessity to include  
knowledge from all corners of the world.

### **100 DAYS OF LEARNING is about turning lessons into action**

Age of Wonderland's 100 DAYS OF LEARNING is a global learning  
event to exchange valuable life experiences with peers. It will take  
place all around the globe and can be initiated by anyone. You are  
invited to submit your ideas in a proposal.

There is no fixed format for a day of learning. Perhaps you'd like  
to translate your story into a unique setting like a dinner, a walk  
in a forest, a performance, a poem, a personal encounter, a lecture,  
a workshop. All we ask is that you consider how to translate your  
perspective into a transferrable 'act' or 'tool' that can be applied by  
others independently enabling them to embrace, copy, implement,  
experience, personalise, hack your concept/recipe/day of learning.  
This invitation is for you, and those who inspired you.

Participants of 100 DAYS OF LEARNING become part of the global  
Age of Wonderland network and will receive a small stipend to carry out  
their Day of Learning. Furthermore they will be given feedback relating  
to content, communication and production of their Day of Learning.

### **SENDING YOUR PROPOSAL**

A complete proposal consists of a completed online form [\[link\]](#) and a  
PDF file containing the requested information.

Deadline: 20 April 2017

### **ONLINE FORM**

Please register via this form [\[link\]](#), ensuring that you answer all  
the questions.

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## PDF

Please send a PDF file to: [info@ageofwonderland.nl](mailto:info@ageofwonderland.nl) mentioning 'Proposal 100 DAYS OF LEARNING' in the subject line. Your PDF file should contain the following parts. Please note that the PDF file shouldn't be larger than 2 MB.

1. Your concept for a day of learning, stating goals and purpose (max. 300 words)
2. A description of what you need to make this day happen (max. 150 words)
3. Your idea for documenting/archiving this day of learning (max. 50 words)
4. The type of participants you envisage will take part in your day of learning (max. 50 words)
5. Your résumé (max. 2 pages)

## SELECTION

Your proposal will be read by a selection committee consisting of Arne Hendriks, Christine Wagner and Olga Mink. The selection committee will assess your proposal on the basis of the following criteria: the quality of your concept; the social relevance of your proposal within the program of 100 DAYS OF LEARNING; your approach and ambition; your desire and scope to make new moves; the proposed planning and target group. The outcome will be communicated in the last week of April, 2017.

## PARTNERS

Age of Wonderland partners are:

[Hivos](#), [Baltan Laboratories](#), [World Design Event](#), [Dutch Design Foundation](#), [Dutch Design Week](#), [Design Academy Eindhoven](#), [Creative Tracks](#).

Age of Wonderland is kindly supported by [The Art of Impact](#).

Visit our dedicated website: [www.ageofwonderland.nl](http://www.ageofwonderland.nl)

