

I am beautiful

03/2021 – 12/2025

Initiator

Wiener Gesundheitsförderung – WiG

Background and objectives

queraum. cultural and social research and WIENXTRA Medienzentrum have been commissioned by the Wiener Gesundheitsförderung to carry out this project with youth from various education facilities. Together with two trainers, the young men and women are supported to reflect upon their (own) body perceptions with regard to media images. The participants are inspired and supported to approach this issue in their own artistic ways and to deal with body/images in their own works.

The project "I am beautiful" has three objectives that combine the topics body images – health – media:

- The young people deal critically with gender stereotypes, beauty and body standards.
- The young women and men are aware of the relation between their wellbeing and their environment.
- They participatively develop a media project on the issue body/images.

Implementation

queraum, together with WIENXTRA Medienzentrum, carries out workshops that integrate a peer-to-peer approach. The workshops take place on five consecutive days and finish with a final event where the young people present their works. Their work is based on a positive, holistic and dynamic concept of health that also includes media literacy.

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