

# I am beautiful

03/2021 – 02/2022

## 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 pilot project with youth from various education facilities. Together with two trainers, the young men and women are supported to reflect upon their (own) body perception with regard to media images. The participants shall be inspired and supported to approach this issue in their own artistic ways and to deal with with body/images in their own works.

The pilot 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 two workshops – one for the young men, the other for the young women – 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.

## Your contact

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