

DO YOU WANT TO LEARN NEW THINGS? 2021-2022 ACADEMIC YEAR



JOURNEY TO INFINITY

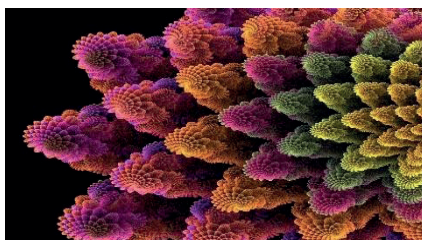
“Everything that can be imagined is real”.

Pablo Picasso

The objective of this workshop is to promote the artistic experience as a means of expression.

Art offers us a framework in which emotions, desires, fears, ideas and dreams are shaped by non-verbal language. It favours and reinforces the exchange as well as bringing participants together. Creation becomes a tool for social communication, fun and personal evolution.

Through arts we discover new communication and coexistence strategies.



FRACTAL GEOMETRY AND ENVIRONMENT. BIOMIMETICS

*“No one will be considered scientifically
literate tomorrow who is not familiar with fractals”*

John Wheeler

In this course we will investigate the different “fractal solutions” that living organisms have adopted over millions of years to adapt to the environment and survive in a competitive and changing environment. We will use what we have learned to contribute to the solution of some of the main environmental problems that we face.

The didactic connections between different areas will allow our students to be able to find creative solutions to the problems that arise.



NEUROECONOMY/NEUROMARKETING

“More than 90% of the decisions we make are unconscious”

Aldo Rustichin

It is a fact that business's relationship with customers and clients is changing mainly due to digital transformation, which has made consumers increasingly demanding and the internet has been a loudspeaker for their demands. But new entrepreneurs will have to go a step further and be able not only to satisfy their demands from the digital environment, as we are doing until now, they have to be able to satisfy their needs and most of these are generated in an unconscious way. Neuroscience has shown that emotions and heuristics have a lot to say in the new model of decision making.

To do this, we will work on one of the most innovative trends to improve the marketing strategies of companies, Neuromarketing, and we will apply it in the economic model of the future, Neuroeconomics.



DILEMMAS

“The circumstances are the dilemma against which we have to decide. But it is our character that decides. “

José Ortega Y Gasset

The “Dilemmas” proposal aims to reinforce thinking skills in order to train individuals who think and speak reasonably. We will work on understanding, analysis and problem solving particularly through philosophy, games, stories and interpretation of artistic works ...

Philosophy is good for improving thinking skills, leading students to reflect on issues present in all other disciplines: truth, identity, freedom, relationships ... We will therefore work on aspects of philosophy, reinforcing the foundations of all knowledge that begins with early childhood education and reaches adulthood.



ORCHESTRA

“You can’t play a symphony alone, you need an orchestra to play it.” Navjot Singh Sidhu

Performing music in groups helps children to improve their rhythm, pulse and performance, since they learn from each other and help each other thanks to continuous reciprocal listening. In this way, talents add up. Egos are put aside to contribute, each person contributing their best.

It fosters creative thinking and musical sensitivity to be able to perform music of different musical genres, applying musical knowledge and promoting meaningful learning.

NASA CHALLENGES

“The biggest thing is space because it encompasses everything”

Thales of Miletus



Our students address such diverse topics as robotics, basic electronics, general programming and principles of artificial intelligence.

This new academic year we intend to take a step further by tackling NASA CHALLENGES. It is about participating in the challenges that NASA sets students and young enthusiasts worldwide. Thereby our students, already adolescents and with sufficient maturity and experience in project development, will test their ability to work as a team, adhering to defined time frames, applying their creativity and critical sense to achieve the proposed objective in every challenge. If projects are good enough, they will be evaluated by NASA judges or mentors.

The experience and knowledge acquired throughout the previous academic year in the different areas will allow our students to work on a specific project like true engineers.



MULTISENSE

"There is nothing in the intellect that has not been in the senses before" Aristotle

We learn much through what we smell, see, hear, taste or touch.

The senses provide us with information on our environment, help us improve our perception and stimulate our senses to help us work on the capacity for abstraction and obtain more and more precise information.

It is a different way of analysing information, of perceiving things with all the senses and extracting the maximum amount of information that the medium gives us, as well as knowing how to externalise it through various means.

BUSINESS 2030 ENTREPRENEURSHIP AREA

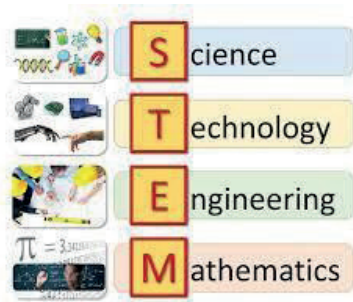
"Transform our world"

The motto of the 2030 Agenda for Sustainable Development.



In the current context, it is essential that new entrepreneurial projects are aligned with these SDGs that the international community, led by the United Nations, defined as goals that global citizens must meet in order to reach the year 2030 having improved the world.

It is important to promote their critical spirit, their responsibility and commitment at the individual and collective level to build a world that is fairer, more equitable and respectful of diversity and the environment, and one of the best ways to do this is through entrepreneurship. We will analyse the 17 objectives and develop businesses that can combine their economic viability with a positive impact on society. We will create strategies where the best marketing will be our actions. Because the future of the world is in your hands.

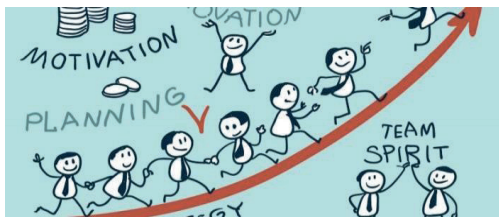


STEAM VISION

“Science, Technology, Engineering and Mathematics”

STEAM aims to give a creative and artistic perspective to STEM education, through interdisciplinary joint work and its application to real problems. In this way it aims to complement the learning of scientific and technological content with the development of creativity that can be seen in the process in addition to in the solution or the product itself. There are numerous models of creative behaviour; lateral thinking and divergence are clear indicators that there have been creative thinking processes.

Among other aspects, we are going to promote the development of spatial capacity at an early age. Spatial intelligence is reflected in the ability to draw, write, design, build three-dimensional objects, understand graphic signs, orient oneself in space, recognise objects, etc.



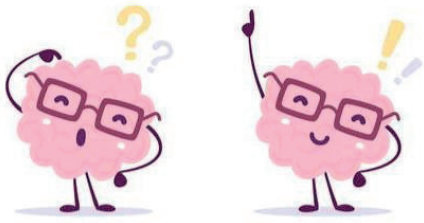
ART MANAGEMENT

“Being good at business is the most fascinating kind of art”

Andy Warhol

We will launch a business proposal where we will combine artistic development with business and managing an art gallery. We will open our own physical and virtual gallery, allowing us to play different roles, become art dealers and carry out exciting negotiations and auctions.

We will create a business plan and our own digital marketing strategy, not only for the launch of our business, but also for the direct sale of original work, graphic work or merchandising. We will define a new concept of art fair / market where we will create our business that will add value to society through sustainability and solidarity. Promoting the social entrepreneurship of the future.



THE ADVENTURE OF LEARNING TO THINK

“All that we are is the result of what we have thought:
it is founded on our thoughts and made up of our thoughts”
Buddha

Problem solving can be defined as the ability to identify a problem, take logical steps to find the desired solution, and monitor and evaluate the implementation of the solution (UNICEF, 2020).

In the “adventure of learning to think” we will focus on teaching thinking skills and strategies, as well as divergent or lateral thinking, promoting the use of creative ideas to solve different enigmas, which resemble situations of everyday life.

This learning is very important in the early stages of thought formation as it is essential for the later development of higher thinking.



DIGITAL MARKETING

“The best marketing doesn’t feel like marketing”
Tom Fishburne

Digital Marketing enables businesses to reach new customers through Internet tools and consolidate the relationship with existing ones.

Any company can sell locally, around the world, or both, and find out what their customers want and need with the help of state-of-the-art analytics.

Starting with Google, we are going to learn how to make an online business visible, how to run a campaign, through social media and websites, and how to measure the impact it has on potential customers.

With this activity we will develop analytical skills, technological skills and we will discover how to design a web strategy to make a business stand out.