

ECO LIGHT NOTE BOOKS

NEW
GENERATIONS
volume 3



Finanziato
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Ministero
dell'Università
e della Ricerca



Italiadomani
PIANO NAZIONALE
DI RIPRESA E RESILIENZA



ISTITUTO
ITALIANO
DESIGN

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NEW GENERATIONS volume 3



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PERÚ

**Consulado del Perú
en Perugia**

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This volume reflects the core of ECO-Light's social and pedagogical mission, which aims to combat educational poverty through the 'Culture of Light'.

The initiative promotes the active involvement of young people, schools, and families in interdisciplinary pathways where art, technology, and sustainability merge into real-world learning experiences. Through workshops, audiovisual storytelling labs, and work-related learning placements (PCTO) in collaboration with local educational institutions, the project transforms scientific research into a tool for inclusion and active citizenship. This model of participatory education aims to foster a new ecological and creative sensibility, empowering new generations to become protagonists of urban transformation.

1. Work Package 6: New Generations

WORK PACKAGE 6 (WP6) PROMOTES THE ACTIVE INVOLVEMENT OF YOUNG PEOPLE, FAMILIES, AND SCHOOLS TO SPREAD THE CULTURE OF LIGHT AND COMBAT EDUCATIONAL POVERTY. THROUGH INTERDISCIPLINARY PATHWAYS BRIDGING ART, TECHNOLOGY, AND SUSTAINABILITY, THE INITIATIVE TRANSFORMS SCIENTIFIC RESEARCH INTO CONCRETE LEARNING EXPERIENCES, FOSTERING SOCIAL INCLUSION AND PEDAGOGICAL INNOVATION WITHIN THE REGION.



Experiential learning and guidance

Starting from November 2024, the collaboration between the Istituto Italiano Design and local schools, such as the ‘Cavour–Marconi–Pascal’ institute, has given rise to workshops and guided tours. These sessions have allowed students aged between 10 and 17 to explore the relationship between digital art and environmental protection, opening up the project’s spaces to the wider educational community.

Social innovation and participation

Participation in events such as ‘Fa’ la Cosa Giusta! Umbria’ has extended the impact of the project to the wider community. Through workshops led by expert lecturers, participants experimented with graphics software and lighting design tools, learning how technology can become a creative instrument for personal well-being and climate sustainability.

Professionally qualifying skills and storytelling

The connection with the local area has been consolidated through the work-related learning placements (PCTO) with the Liceo Musicale ‘A. Mariotti’ in Perugia. Within the Open Eco-System Labs (OEL), thirty students developed skills in audiovisual storytelling and podcasting, using light as a narrative language. This activity offered young people the opportunity to acquire advanced digital skills in a professional and stimulating environment.



AUGMENTED REALITY HEADSETS WERE AMONG THE TOOLS SHOWCASED DURING THE OPEN DAYS AT THE OEL OF THE NEW HUB OF THE ISTITUTO ITALIANO DESIGN IN PERUGIA.

2. Open Days in Open Eco-System Labs - OEL



THE OPEN DAYS AT THE OPEN ECO-SYSTEM LABS (OEL) HAVE EVOLVED INTO A PROGRAMME COMPRISING 152 HOURS OF TRAINING AND WORKSHOPS, DIVIDED INTO NINE SPECIALIST MODULES DELIVERED BY LECTURERS AND DESIGNERS WITH THIRTY YEARS' EXPERIENCE SPANNING EVERYTHING FROM TRADITIONAL DESIGN TO THE CUTTING EDGE OF DIGITAL TECHNOLOGY.

■ 2.1 Modules CAD

The CAD modules introduced participants to the use of digital tools for designing garments and textile structures, starting from the basics of pattern making through to generating machine-ready files for industrial pro-

totyping.

- *CAD for Knitwear*: Raimondo Biagiotti
- *CAD for Pattern Making*: Maura Moretti

■ 2.2 Colour Science

The Colour Science modules explored, from a design perspective, the relationship between colour, natural/artificial light, materials, and visual perception. They guided the young participants to use chromatic choices as a genuine design tool, applicable to

both architectural spaces and fashion products.

- *Colour Science for Interior Design*: Laura Biancalana & Francesco Pecorari
- *Colour Science for Fashion*: Sandra Maggioli

■ 2.3 Fashion Styling

The Fashion Styling modules explored the identity and communicative dimensions of garments and accessories through the use of mood boards, fashion illustrations, contemporary case studies, and micro-styling exercises, thereby strengthening awareness of

fashion languages and their cultural implications.

- *Fashion Styling - Accessories*: Marine Arena
- *Fashion Styling - Garments*: Sara Minelli

■ 2.4 New Technologies

The modules in this final block explored the role of artificial intelligence in product design (generative design, structural optimisation, concept development via prompts, and smart products), as well as the interaction between physical and digital light - fundamental for immersive scenarios - through light mapping techniques

and spatial augmented reality case studies that connect real space, light, augmented environments, and audio-visual storytelling.

- *Design & Artificial Intelligence*: Moreno Negri
- *Augmented Reality*: Stefano Torrese





**SOME OF THE OPEN SPACES
AND TOOLS AVAILABLE AT
THE OPEN ECO-SYSTEM LABS
(OEL) IN THE NEW HUB OF THE
ISTITUTO ITALIANO DESIGN IN
PERUGIA,
AT 63 VIA XX SETTEMBRE.**



**ISTITUTO
ITALIANO
DESIGN**

HERBANO

3. Open Days

Schools in Central Italy



BETWEEN NOVEMBER 2024 AND JULY 2026, AROUND TWENTY TRAINING EVENTS WERE ORGANISED, REACHING MORE THAN 200 STUDENTS IN CENTRAL ITALY.

Share the know-how

The interest shown by lecturers and students confirmed the value of a purely operational approach, capable of offering a valuable orientation tool within a constantly evolving job market. The sessions presented participants with a dynamic mapping of contemporary professions through the analysis of real projects and ecosystems ranging from design to multimedia, illustrating the most sought-after roles - from communication designer and sound artist to interaction designer and art director. The core of the experience was characterised by operational simulations and micro-design exercises, in which students tested themselves by interpreting briefs and conceptualising ideas for exhibition displays and festival content. This exercise fostered a guided reflection on transforming personal inclinations into solid, structured career paths.

Post-diploma Guidance

Time was dedicated to illustrating the differences between academic, technical-vocational, and AFAM (Higher Education in Art, Music and Dance) pathways. Participants gained hands-on insight into the importance of building their own portfolio, the value of soft skills, and the frequently non-linear nature of today's professional careers.

Q&A Sections

Finally, the Question & Answer sessions allowed for a deeper exploration of crucial themes such as employability within the cultural sector, international opportunities, and the search for a sustainable balance between artistic vision and economic reality, offering a comprehensive overview of post-diploma options.



■ 3.1 Learning Objectives

Awareness of the creative sector as a genuine professional field

Framing creativity as a foundational element of a structured industry, with defined roles and market needs;

Post-diploma Guidance

Helping students to understand their own inclinations (images, sounds, space, technologies) and to recognise the connections between school subjects and creative careers, enabling them to evaluate coherent post-diploma options;

Direct Exposure to *design mindset*:

Through micro-exercises that simulated goal-oriented work, responding to briefs, presenting ideas, and teamwork with differentiated roles, it was possible to dive into design thinking and employ it as a real, practical resource.

■ 3.2 Achievements

In complete alignment with the objectives of WP6, the school events acted as a true territorial catalyst. Through the involvement of educational institutions from Central Italy - across both urban areas and more peripheral contexts - the sessions transformed everyday spaces into active creative orientation laboratories. Here, students were able to experience genuine professional dynamics and tackle timelines and deliverables strictly connected to potential real-world clients.

This operational immersion not only reproduced the working environment but was also fundamental in preparing for the subsequent phases of WP6, namely the sound and light interaction workshops linked to the Umbria Jazz Festival.

Furthermore, this practical approach enabled participants to learn how to interpret cultural sites no longer as passive spaces of consumption, but as tangible and potential professional settings for their own future.

4. Fa' la cosa giusta!

Sustainable Trade Show

As part of Fa' la Cosa Giusta! Umbria, a national fair dedicated to sustainable lifestyles held between 15 and 17 November 2024, the ECO-Light project promoted a rich programme of scientific and artistic dissemination, spread across three days of interdisciplinary events. The initiatives, hosted at the stand set up in collaboration with the Unione Nazionale Consumatori (UNC), explored the multiple dimensions of sustainability: from its impact on psychophysical well-being to the development of talent in the job market, through to international cultural expressions.

On 15 November 2024, the seminar 'The Impact of Sustainability on Well-being' opened the series of meetings. Moderated by Riccardo Ligori (Green-Me Festival), the event featured contributions from the architect Stefano Chiocchini and the psychologist Dr Francesca Sorbera. The debate focused on the environmental and socio-emotional benefits deriving from innovative design solutions, exploring how sustainable design can



tangibly improve quality of life and contribute to the preservation of collective heritage.

The day of 16 November was dedi-

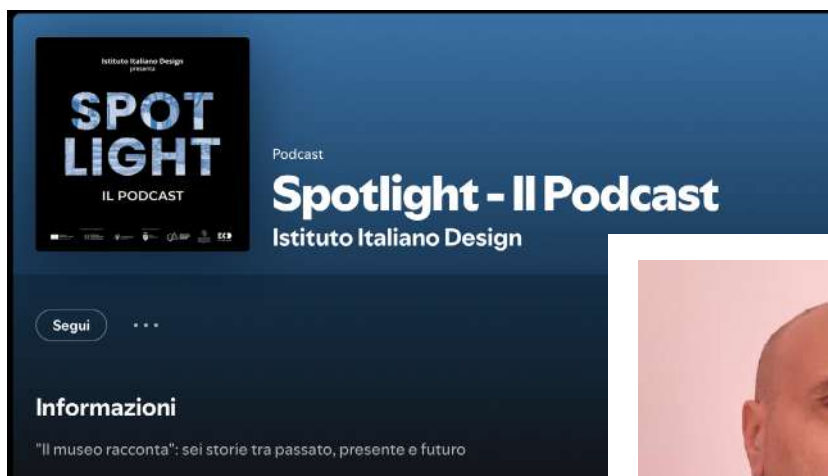
cated to the professional dimension with the initiative “Radio Design: Dialogues on the World of Work”. Through the academic radio of the Istituto Italiano Design, a dynamic peer-to-peer discussion was structured involving entrepreneurs, professionals, recruitment experts, and students. This exchange of experiences and visions made it possible to analyse the evolution of the creative job market, facilitating a direct dialogue between the worlds of education and industry.

To complete the mission of inclusion and networking, the institutional space hosted the folk dance performance “South America, Long Live Peru!”, created in collaboration with the Peruvian Volunteer Association of the Umbria Region. The event celebrated the bond between culture, bodily expression, and social integration, confirming ECO-Light’s role as a platform capable of combining scientific rigour, social responsibility, and the promotion of local excellence with a view toward global sustainability.



THE FOLK DANCERS TAKING A MOMENT TO RELAX BEFORE THEIR PERFORMANCE “SOUTH AMERICA, LONG LIVE PERU!”

5. Career Days, Traineeships, PCTO



PROF. LUCA GAROSI AND THE PODCAST PRODUCED WITH THE STUDENTS OF THE "A. MARIOTTI" CLASSICAL AND MUSIC HIGH SCHOOL IN PERUGIA.



The synergy between the Istituto Italiano Design and the Liceo Statale Musicale 'A. Mariotti' in Perugia gave rise to the PCTO (Work-Related Learning Placements) pathway "The Museum Tells a Story: Six Tales Across Past, Present, and Future." Signed in November 2024, the agreement

involved 30 students in a 36-hour training experience that transformed the young participants into cultural storytelling professionals.

From Theory to Strategy: building a narrative identity

The first phase of the project, which took place between the end of 2024

and the beginning of 2025, engaged the students in a theoretical pathway under the guidance of two exceptional tutors: Prof. Luca Garosi (RaiNews) and Prof. Sonia Viscione. Through intensive guided research and source analysis sessions, the students were divided into six editorial teams, each dedicated to one of the museums featured in the Spotlight Museum initiative across Umbria and Marche (WP7).

Going beyond academic study, the participants operated directly in the field: from the critical analysis of the relationship between artistic creations and light design, to managing professional relationships with curators and artists, through to the creative writing of podcast content capable of maintaining a high emotional impact within today's hyperconnected digital ecosystem.

The Way to Production: OEL Laboratories

The technological heart of the project took place in October 2025 within the OEL (Production Studio) laboratories. Here, theory was transformed into professional practice: students were able to utilise the cutting-edge audio-video production, editing, and sound design workstations offered by the Open Eco-System Labs (OEL). The final result was a six-episode podcast published on Spotify, giving voice to the local artistic heritage through the contemporary languages

of the new generations.

A Bridge between Education and the Creative Market

The *Il Museo Racconta* initiative represents a virtuous model of territorial cooperation. By connecting the AFAM system, secondary schools - including the Liceo "G. Marconi" in Foligno and the "Spagna Campani" in Spoleto - and museum institutions, the initiative successfully empowered young people, elevating creativity into a structured profession. At the same time, it highlighted the sonic dimension (voice, music, editing) as a pillar of visual experience. Furthermore, this approach strengthened ties with the local area, transforming museums from places of mere preservation into living spaces for experimentation.

SCAN THE QR CODE TO LISTEN TO THE PODCAST EPISODES CREATED DURING THE PCTO BY THE STUDENTS OF THE LICEO CLASSICO E MUSICALE 'A. MARIOTTI' TOGETHER WITH PROF. LUCA GAROSI.



6. Training Events



A FEW SNAPSHOTS FROM THE TRAINING EVENTS THAT FEATURED THROUGHOUT THE ECO-LIGHT PROJECT. FOLLOWING AN INITIAL THEORETICAL PHASE, THE FOCUS ALWAYS SHIFTED TOWARD PRACTICAL, HANDS-ON WORKSHOP ACTIVITIES.

■ 6.1 WAU! – Weekend of United Arts 20-22 February, 2025

WAU 2025 in Perugia is a powerful multidisciplinary artistic incubator where the crossover between music, design, visual arts, and new technologies takes centre stage.

The Umbrian capital transforms into a live performance and production laboratory where urban space, sound, and light interact through light mapping installations and immersive audio-visual narratives.

It is a place of pure experimentation. The AFAM system engages with the local area to transform “artistic creation” into concrete operational practice: the aesthetic and performative dimension becomes the primary tool for regenerating cultural sites and promoting integration between different art forms, with a clear focus on sustainability and stagecraft innovation.



**PERCORSI DI CREATIVITÀ URBANA
ISTITUTO ITALIANO DESIGN**

14-15-16 FEBBRAIO 2025

L'Istituto Italiano Design apre le porte alla cittadinanza in occasione del **WAU Festival!**

Venerdì dalle 9:00 alle 13:00 e dalle 14:00 alle 18:00, sabato, dalle 10:00 alle 12:00, e domenica, dalle 16:00 alle 18:00, vieni a scoprire **ECO-Light** l'innovativo progetto che unisce design, arte, sostenibilità e illuminazione.

Ti aspettiamo per presentarti questa entusiasmante iniziativa e condividere idee e ispirazioni!

WEEKEND DELLE ARTI UNITE

Ministero dell'Unione europea NextGenerationEU

Ministero dell'Università e della Ricerca

Italia Domani

ISTITUTO ITALIANO DESIGN

THE POSTER FOR THE ECO-LIGHT EVENT AS PART OF WAU! – WEEKEND OF UNITED ARTS, 2025 EDITION.

6.2 TIC Festival 3-6 April, 2025



THE EVENTS
ORGANISED BY ECO-
LIGHT AS PART OF
THE TIC FESTIVAL
2025.



The TIC Festival (Terni Influencer & Creator Festival) stands out as the platform of excellence dedicated to the creator economy and the transformations of digital language, positioning itself as a strategic bridge between the new generations and the job market within new media.

Characterized by a strong focus on professional guidance, the festival transforms the city of Terni into an observatory for social responsibility and communication ethics, moving past social media clichés to investi-

gate structured roles such as fashion reporting and content management. Through peer-to-peer dialogue sessions and workshops on emerging technologies like AI and Augmented Reality, the TIC Festival places the written word and the social media post at the center as tools for social impact, promoting a culture of digital education while equipping young people with the technical tools to navigate contemporary communication flows with awareness.

■ 6.2.1 Fashion? Is my profession Valeria Oppenheimer 4-5 April, 2025

The fashion system is not just a parade of clothes down a runway, but a medium of communication, a political and cultural manifesto capable of conveying visions of the world.

How do we transform this complexity into a tangible, conscious profession?

Fashion is My Profession offered a session designed to separate passion from work and build an original professional identity in a constantly evolving market.

Leading this reflection was Valeria Oppenheimer, the face of Rai 2's program *Top tutto quanto fa tenden-*

za. Through talks, guided reflections, and practical exercises, the event investigated the fashion profession beyond the glossy image, deconstructing stereotypes to analyze the actual skills of industry professionals and the economic and social dynamics of the sector.

The initiative aimed to stimulate critical thinking toward contemporary aesthetics and market dynamics, encouraging strategic positioning to help participants define their own role within the system, transforming initial idealization into operational awareness.



**A SNAPSHOT FROM THE LECTURE GIVEN BY
VALERIA OPPENHEIMER
AND A PHOTO FROM HER CAREER
AS A MODEL.**



■ 6.2.2 Trunk Show: Building Up the Fashion Event Sara Minelli 3-5 April, 2025

At the heart of the fashion system, the Trunk Show is a strategic branding tool capable of transforming a collection into a memorable experience. The Istituto Italiano Design offered a training pathway covering the entire creative and technical process required to bring a professional fashion event to life.

The course began with a theoretical and practical introduction, analyzing a live event from the definition of its creative concept through to its staging. Students were then challenged to translate a brand's identity into a coherent setup, delving into essential technical elements - from audio and video management to lighting design and electrical setup - that are critical to the success of any contemporary production.

Through this experience, participants gained an understanding of the functional role of the Trunk Show within fashion communication dynamics and learned how to design original concepts aligned with a brand's positioning. The pathway also allowed them to familiarize themselves with stagecraft aspects while developing problem-solving and teamwork skills within a real production team.

The culmination of the activity was the production of a live event. In this final phase, participants experienced firsthand the complexity of managing a fashion event, taking on active roles in coordination and setup. It was within this real-world scenario that creative vision met technical precision, preparing students to become the new leaders in fashion event management.

**ON THE RIGHT AND
ON THE NEXT PAGE:
SOME HIGHLIGHTS
FROM THE TRUNK
SHOW HOSTED BY
PROF. SARA MINELLI.**





7. Urban Regeneration

During the 2025/2026 academic year, IID translated the objectives of WP2 – Open Eco-System Labs (OEL) into a tangible urban regeneration project, choosing the Parco della Pescaia as its “proving ground”: a venue already alive with social and cultural practices, yet in need of a new, shared vision. In alignment with WP2, the intervention focused on three core pillars: activating open laboratory-spaces connected to the local area and capable of generating design prototypes; creating a dialogue between design, sustainability, and community needs;

and translating research into replicable outputs useful to the public administration as well. Initially conceived as an educational path, the project exceeded expectations precisely because it did not stop at mere simulation: the Institute launched a structured collaboration with neighborhood associations (including ADA CON Umbria and other local entities), formally joining the association and receiving the keys to the park’s facilities from President Antonio Scarponi (structures previously utilized by organizations such as the

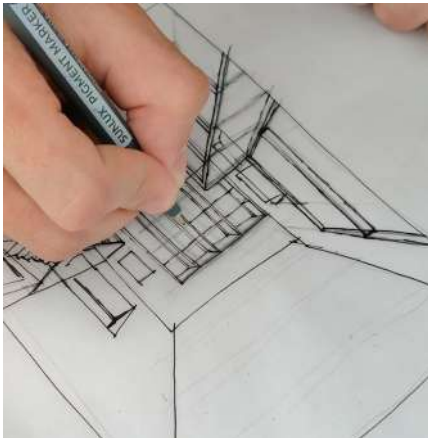


WWF and by language inclusion initiatives for foreign citizens).

The WP6 – New Generations component, developed as a professionalizing workshop, alongside WP10 – Professionalization Paths, actively involved the younger generations in analyzing the context, defining community needs, and building redevelopment scenarios. The process unfolded in two phases: September–November 2025 under the direction of architect Laura Biancalana, and December 2025–February 2026 with

architect Francesco Pecorari. Activities alternated between lectures, site inspections, co-design, and the production of project materials: from “work-in-progress” photographs (sketches, boards, and reviews) to renderings of the proposed interior spaces.

Upon completing the project, participants not only acquired solid functional skills geared toward professional placement within the creative industry (the primary goal of the WP10 “Sector Professionalization” action), but they also had the concrete opportunity to measure themselves against a real-world project. This al-

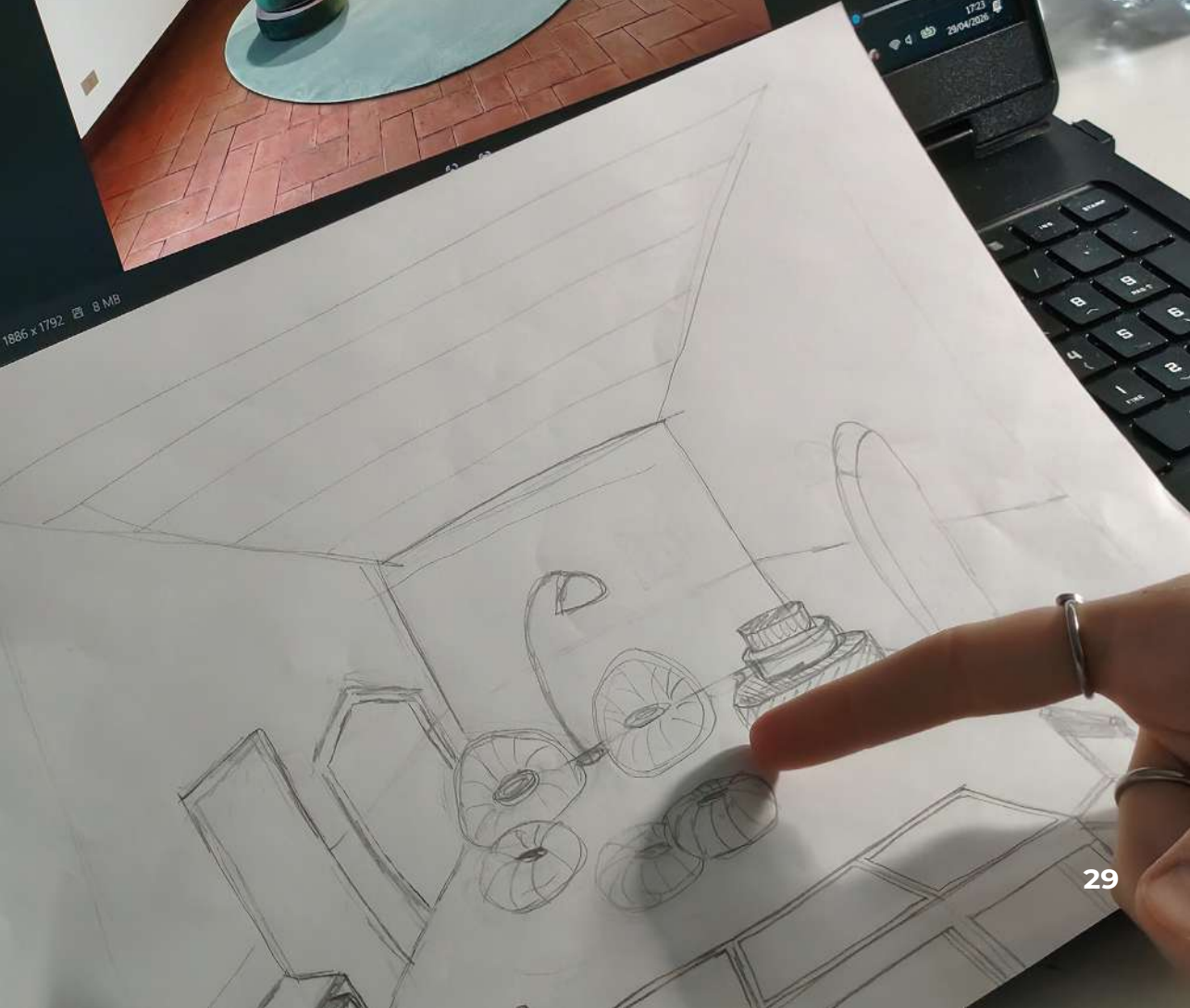


A FEW SKETCHES AND RENDERINGS FROM THE URBAN REGENERATION PROJECT DESIGNED BY STUDENTS AT THE ISTITUTO ITALIANO DESIGN

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1886 x 1792 8 MB



lowed them to experience the active involvement and participation of diverse stakeholders (private, public, social...) from the perspective of an expert designer. Right from the start, the institutions themselves were actively involved: the project was shared with the Department of Environment and Urban Regeneration (Dr. David Grohmann). An intermediate presentation was hosted at the IID OEL, right within the neighborhood, for representatives of the Municipality of Perugia.

“The participants demonstrated a keen attention to detail in bringing forward themes that are also dear to the New Generations regarding redevelopment, particularly in the reorganization of interior spaces - demands that are usually rarely considered properly within municipalities. The project represents an enrichment of the Municipality’s knowledge regarding its own heritage, making these initiatives something that is undoubtedly always worth pursuing and deepening. [...] Furthermore, the involvement of community representatives during the feedback phases was particularly interesting, as it allowed the associations responsible for managing these spaces to gain a different point of view: specifically, that of a younger generation compared to many of their regular attendees.” (quote by David Grohmann)

The final meeting is scheduled for May 22, 2026, at the Office of the Mayor of Perugia, with the aim of evaluating its implementation through municipal funding.

The narrative heart of the proposal is centered on the concept of the “Hero’s Journey” (Campbell/Vogler), which guides the interior architecture toward a transformative experience: the “farmhouse” is reimagined as both a welcoming community hub and an educational laboratory-device for schools, associations, and new generations, reinforcing its social impact well beyond the educational dimension.



