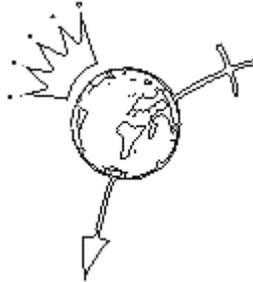


Who is Loesje?

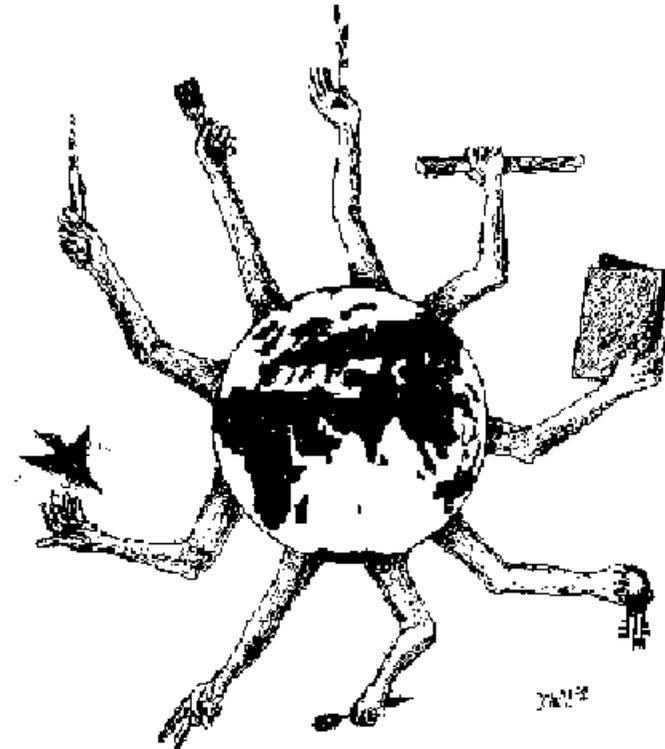
She is a young girl who wants to change the world, to her help she spread ideas and quotes through posters. Also a lot of friends all over the world have joined her through out the years. Help her too and join the movement of Loesje.

Loesje woke up
and over a coffee considered
the importance of her dream
so she went out the door and said HEY
then she took a bus and said
ISN'T BEAUTY ALL AROUND HERE
she went into an office singing
IT'S YOU AND YOU
AND YOU AND YOU AND YOU -
ONLY YOU WHO CAN DO
WHAT YOU WANT - IT'S ONLY YOU
COME ON COME ON - DO WHAT YOU
WANT

and before they could look again
all there was left to see
were a lot of posters
still wet with glue



THE ACTIVIST BOOKLET



This is the Activist Booklet, which will guide you in how you can take action in the poster-spreading collective.

It also explains the basic of how the organization works and what is going on.

For further information about anything, contact the international office in Berlin, Germany.

Loesje International
PO Box 910138
12413 Berlin
Germany

Loesje

www.loesje.org
loesje@loesje.org

Loesje

Hello!

Have you seen a poster I spread or maybe already joined a creative text writing workshop?

I write texts and put them on posters, to spread around, cause I think posters can change the world.

But I also have a collective of friends who help me out.

You probably already have a picture what I am up to, you will soon find out more about me and my friends.

It all started in the Netherlands but on the day I was old enough to travel on my own, I got myself one of those fancy passports, a world atlas, and went abroad.

It is hard to keep track on all the thousands of posters that are spread every year, but I understood they are spread in the whole of Europe and some countries outside as well, I have friends on every continent.

We write new texts every week, cause new ideas are born every day. Some we translate to many languages. But every culture has it's own kind of humor and differences; so I prefer to write in the native language of the people I want to reach.

Let's get started...

Loesje

Loesje Poland
www.loesje.pl
loesje@loesje.pl

Loesje Portugal
portugal@loesje.org

Loesje Russia
www.loesje.ru/
loesje@loesje.ru

Loesje Serbia and Montenegro
www.loesje.org.yu
loesje@loesje.org.yu

Loesje Slovenia
http://loesje.slo.net/
loesje@siol.net

Loesje Sweden
www.loesje.se
loesje@loesje.se

Loesje USA
usa@loesje.org

International Loesje projects
www.1-day.org
www.creativeacts.org



World Wide Loesje

Loesje International
PO Box 910138
12413 Berlin
Germany
www.loesje.org
loesje@loesje.org

Loesje Armenia
www.bem.am
armenia@loesje.org

Loesje Austria
www.loesje.at
loesje@loesje.at

Loesje Belarus
<http://loesje05.at.tut.by>
belarus@loesje.org

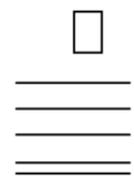
Loesje Belgium
www.loesje.org/belgie
belgie@loesje.org

Loesje Estonia
www.loesje.ee/
loesje@loesje.ee

Loesje Finland
www.loesje.fi
loesje@loesje.fi

Loesje France
www.loesje.org/france
france@loesje.org

SEND



Loesje Germany
www.loesje.de
mailbox@loesje.de

Loesje Greece
www.loesje.gr
loesje@loesje.gr

Loesje Ireland
www.loesje.ie
loesje@loesje.ie

Loesje Italy
www.loesje.it
loesje@loesje.it

Loesje Latvia
latvia@loesje.org

Loesje Lithuania
lithuania@loesje.org

Loesje The Netherlands
www.loesje.nl
loesje@loesje.nl



What is Loesje all about

To get started

How it works in practice
-International series, International text weekend, Summer Camp, Board meetings

Get your own Loesje group going

Write the texts

Final Editing
-Loesje has a family

Lay outing the texts

Spread them around
-Recipe for glue

Booklet Index

WHAT LOESJE IS ALL ABOUT

The girl and collective of Loesje is a group of people who all join in and spread posters and make creative actions. Loesje's texts are never taking a stand for the left or right, but she likes to criticize what is going on in our societies, and around us. She is always trying to see things from a positive side, and hopes to make you see things in a new perspective.

All over the world the different Loesje-groups are interested in different activities and also write different kind of texts, depending on what is happening in their specific region or town.

The texts are also not the same everywhere because different things appeal to creative and critical thinking in different regions, due to the local cultures.

A Loesje text does not point out what one should think, is never moralistic, simply because there are no wrong or rights. So everyone is free to do one's own interpretation of a text. And everyone can also join in and write texts, it is an association process that is based on a group.

Think about spreading the posters neat, and as clean as possible. If you go the same round as last time you can start with taking away the trashy old ones.

Another thing that makes a bad appearance is when too many posters are spread on the same area. Sometimes people who you meet during your spreading round also want a poster to take home, so bring an extra or two.

No fear

In many countries of the world there is freedom of speech, which means that everyone should be able to spread thoughts and ideas to others without being afraid of police repression, or any other kind of violence. But in many local laws there are restrictions on postering and the local police may confront you with this law if they catch you in the act.

Of course there are also other ways to spread posters around. Many shops think they are nice to have in the window as well as some restaurants. On announcements-boards you will always find place for a poster. And why not just give them to strangers you meet, perhaps wrap them in and give them as an early Christmas-present? Good Luck!

SPREADING POSTERS



1



2



3



4



5



6

**FREEDOM
SELDOM
WEARS
A
TIE**

Loesje

TO GET STARTED

Remember, when you want to get active with the Loesje movement, just because something hasn't been tried yet doesn't mean that it is wrong. We are a dynamical movement which develops every day, so, go ahead.

- Print posters, make glue and spread them around good public spots
- Gather with some people and write texts (later you can read how)
- Send an email to Loesje
- Send your poetry to a stranger
- Make use of posters when doing an action - striking with your class mates, doing street theatre or having a sit-in at the motorway.
- Photocopy your drawings, poems, texts, et cetera onto big paper and stick them around town.
- Send posters instead of roses to your secret love.
- Let a text be the starting point of a discussion, at your work, in school, at your local square.
- Become a member of a local Loesje group or start your own.
- Collect your pictures, words, stories and thoughts in a big, colourful envelope and send it to Loesje International, Berlin, Germany.
- Use texts for flyers to hand out at demonstrations.
-<to be filled in by you>.....

RECIPE FOR GLUE

You want something that is getting the poster to stick to the electricity-box or whatever other thing you choose to spread on. For this a good and cheap way is to use potato flour. Another alternative is of course the traditional way of using wallpaper paste, which is a bit too expensive in some countries.

Potato-Glue

What you want is a consistence which is easy to pour but still will be fairly easy to control. The cheapest and most ecological friendly is then to make glue-paste out of potato-flour, and water. What you do is to first mix potato-flour with cold water. Now you pour this into boiling water, and add water to regulate the consistency. Remember that the composite will thicken a lot while boiling, you can finish off by adding a small amount of sugar. During cold climate another tip is to add some salt, which lower the melting degree of the mix.



Potato-flour: 1/2 dl
Cold water : 2 dl
Boiling Water: More than 2 dl
Sugar (to put in afterwards): 3 table-spoons

SPREAD THEM AROUND

To spread posters is mostly really fun, especially when a poster can become a discussion with a person passing by or some other kind of interaction from people who want to comment on a text or ask what you are doing.



Try to be at least two people, so one can carry the posters while the second stick them. If you are a whole group, which is most fun, you can divide up in smaller groups and take one part of the area each. Gather on a place first and decide where each group will go, also set a time and a place where you will get together again after the posters are out. Afterwards you can all meet in a cafe to discuss how it went for each group and if you met someone who where interested in joining next time.

**IT WAS A DAY
LIKE THIS
WHEN
MARCO POLO
LEFT FOR CHINA**

**WHAT ARE YOUR
PLANS FOR TODAY**

Loeje

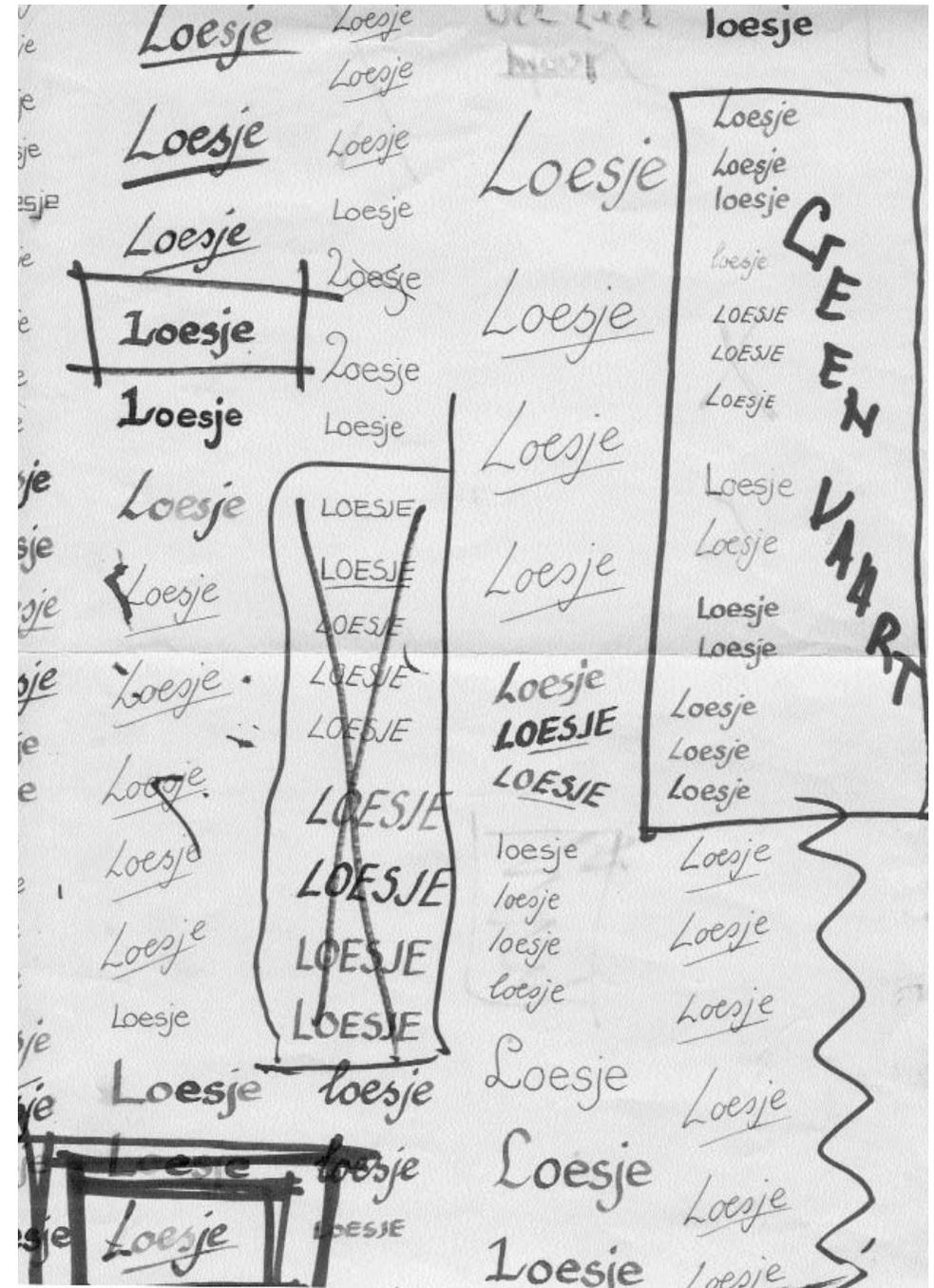
HOW IT WORKS IN PRACTICE

Loesje on the International level supports national and local groups who haven't gotten started yet. We provide information and sometimes also pay a visit to the group to do text-writing workshops. But most question marks we can bend out with answers by e-mail.

Sometimes the International Office also do projects in several countries and go on trips to spread posters of Loesje's where they haven't been seen yet.

During the year 2005 the location for the office moved to the cultural heart of Europe, Berlin.

From the international office you can also order the international Bulletin, which comes out in 11 issues per year. With it, you can find out more what is going on in the international world of Loesje.



LAYOUTING THE TEXTS

Main idea when layouting a Loesje poster is "keep it simple". In the flood of colourful ads black text on white paper with a short message is stepping out.

Before you start on Loesje poster, you can play a bit with other texts to see what do different layouts mean. Choose one text (e. g. from the news paper), write it down in capitals several times, cut out every word and layout the text in different ways. Now you have several versions in front of you and try to see which one attracts your eyes most. You can ask other people to give their opinion too, so you have a more wide and objective view.

Here are also some tips that might come in handy when laying out Loesje posters:

- if the text has a title (e. g. dentists // the best cure us your smile) you put one line space between the title and the rest of the text
- if the text is in one sentence (e. g. the world is more beautiful with you), you don't have to do the graphic separation and you can centre it
- use the contact info (www.loesje.org, PO BOX ...) to emphasize the message (e. g. with the text i show me the borders / and i'll show you how to cross them i put the whole info text in one horizontal line and put it between two parts of the text - we mark it with /)
- there are also a special font and fixed sizes for the texts, contact the international office for this info.

Remember, just be creative!

The international text series

Each month we make international text series. These series of about 6-9 Loesje posters can be used as a hint what Loesje is about, as well as the first posters to translate and spread. If there is already a national organization in the region where you live they can provide you with good texts, and translating help.

But the most fun is, of course, to write them yourself. It is common to do one series of posters per month in every country. The texts that end up on posters are chosen through a final editing, where they are discussed and measured. To do this and the layout of the texts you can get help from the international office or the national organization, if there already exists one.



International textweekend

We have the international text writing weekends to inspire and help each other in making our own series, every first complete weekend of the month, starting on Friday.

Every month there is a complete text proposal list, the purpose is for countries or individuals to select the texts that are suitable for their country and proofread them in their own language. If you can't do layout yourself, then you can send them to the international office where they can do the layout them for you.

Your national series will often be a mix between texts you've written, and have a meaning only in your region, and texts from the international list.

For this reason it's useful to do the final editing of your series after the text weekend and plan your writing session before the text weekend or during it.

Board Meeting

Twice a year there are meetings where the work of the organization is presented and talked about. Here all the different national organisations meet to say what they are doing and are planning to do. This is also the occasion to give critique and roses to the people hired by the Loesje and other engaged friends of hers. Loesje officially has a board but everyone is more than welcomed to join the meeting, and only occasionally things are voted about. The meetings are to try and reach a consensus when decisions have to be made. One of the two meetings is always dur-

Kid brother

He is a real adolescent with a hard head and in a provoking way he explores the world. He's tuff but a bit pathetic, sometimes a bastard and sometimes he follow his big sister and sometimes he does the opposite. He's a real kid bother older sisters know. Great to have and sometimes you just want to kill him. He can have great ideas, twist with words, but sometimes he can be very anti and annoying.



Grandma

She lives half of her time abroad, does things nobody has heard of and lives a remarkable life. She's an old rebel in her eighties and in her prime time. Beautiful brown tint men fall for her. Wherever she goes, she meets the most interesting bizarre people. She's critical about new things as genetical manipulation, toys of plastics but she tries to keep an open mind. She is probably the first elderly that hacked the files of the secret service through the Internet.





Cousin Carl

Carl succeeds in staying unemployed with the remark *ëuncontrollableí* from the unemployment agency. He lives on the dole. Every week he writes a job application to the Queen of the Netherlands, since he's allowed to apply weekly for a job and for the rest he enjoys life. He has many ideas and ideals, but he just doesn't have the energy and the enthusiasm that Loesje has to do something with it.



Auntie Rita

She found out the word *cosy*. She loves tea with cookies, hot chocolate and Lingo. She enjoys her karaoke nights in the local pub where she's dancing on the bar in the end of the evening. She also organizes bingo evenings in the community centre and knows everybody in her neighbourhood, besides also everything that happens. She is concerned in a bit of a naive superficial way, about the world. Social problems she reflects on herself and sometimes she get lost, but she's always open for new things, especially on the spiritual level.



ing one day of the summer camp, the other in winter, is usually held in February. For more info, contact the International office .

Summer camp

During two weeks in summer an intercultural exchange is organized in the Loesje spirit. Here, people from all parts of Europe, and sometimes further away, meet to learn from each other as well as teaching one another.

We get together and write texts, learn more about technical stuff such as layout, and discuss further about Loesje and the organisation. The program is set at the location and means that people joining the camp share what they can teach through workshops as well as what they want to learn from others. We call this method **The School of Freedom**. Not every day is stuffed with workshops, there is always the chance to take a break and enjoy one's vacation.

To read more about the summer camp of this year you need to enter the members only page on the international homepage, contact the International office if you lack the password.



GET YOUR LOCAL LOESJE GROUP GOING



If you and some friends already have a group which want to spread posters and write texts together you can already get started with the activities you want to do. Still, just remember to keep it open enough for other interested people who might want to join. You can inform people through a web-page or stick some posters with the time and place of where you meet.

To recruit more people into the group is usually not too hard. You only need to spread some posters around so people in your area get to know Loesje and her texts. On some posters you can add contact information, like an e-mail or web-page address for example.

At the first gathering it is good to have someone there who knows the organisation from before. There will probably be a lot of questions and ideas. Try to decide with the group what the next activity will be. Perhaps a poster-spreading action or a writing session, ask your national organisation or the International office about a workshop-leader. In this booklet there is a also guide how to write your own texts and this can be used as well.



Loesje has a family

Sometimes there are texts that we like, but they just don't fit Loesje's personality. That's why you can also find Loesje's family members on some posters too.

In the diary of Loesje, written in 1987, she explains about her family. Internationally, outside of the Netherlands, not all of them have been used, simply because not everyone knows them all yet. Use the family members if you want, the kid brother is the most frequently used so far. Just make sure that it stays an exception, so it still is Loesje texts we are doing.

FINAL EDITING

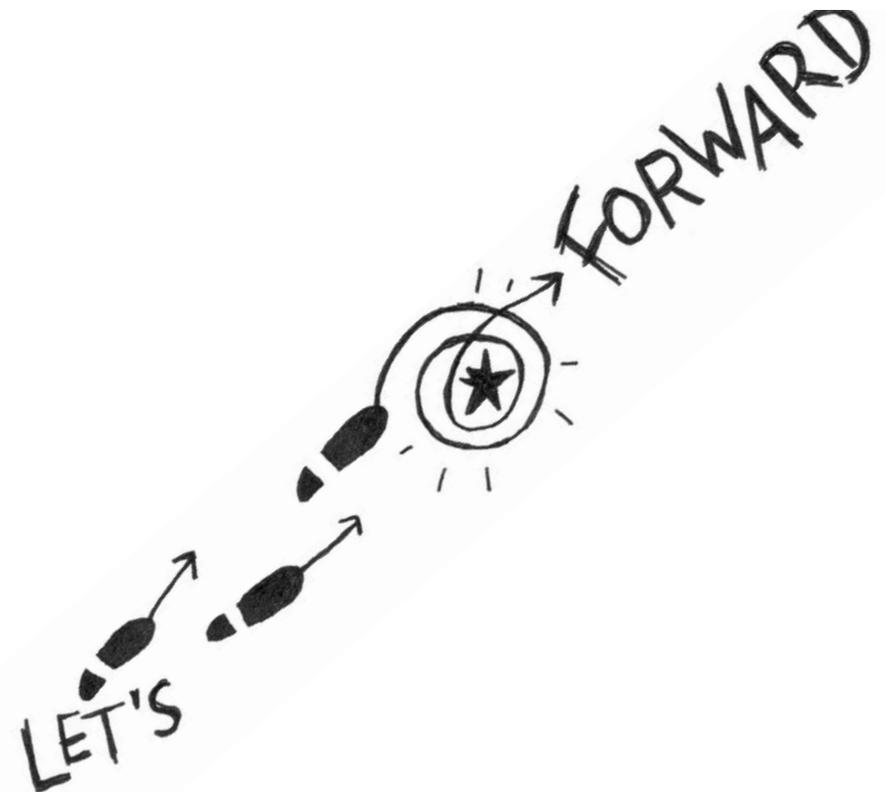
After all the circling and putting together the proposals you have collected after one or more workshops, it comes down to pick out Loesje-texts. Nobody can clearly say from just reading a text if it is a Loesje-text or not, everyone knows the person Loesje in their own way. There are some standards though, referring to what Loesje has said before and her mottos, to be critical in a funny way and give comments that make you think for yourself. It is not so good to pick out a text that is cynical or moralistic or only saying that one should think in a specific way. There are also more technical things, like you can never use a question-mark on a Loesje poster. Many think, this narrows the text and leads into only one way of interpretation, as well as disturbs simplicity of the text layout.

The first time you make a series you should get a second opinion from experienced Loesje-activists. Usually, when you do the final editing, try to put together a group of people from different ages, as well as different experience of Loesje.

A good text can be.....

- easily read in different and many ways
- a positive remark
- tickling the mind
- making people smile
- criticising without being judging or moralistic

When starting a new Loesje-group it is important to remember that the Loesje movement consists of a bunch of different people, who probably like Loesje due to different reasons. So don't frighten people away with starting to talk about bureaucracy and money, or meetings about the structure of the decision making group. After all Loesje is about writing texts and spreading them around to others. If you still need official papers or organisational numbers for doing the activities or to apply for grants, try to get hold of your national organisation, or the international office. We will help you to sort things out.



WRITE TEXTS

From what we have told you until now, you have realized that Loesje texts are normally written by a group and not by a single individual. We can tell you how we usually get to them, so that you can have an idea of how you can do it with your friends (the old ones, and the ones that you will make). But don't forget that every good cook does more than just follow the recipe!

1. Preparing for it...

Choose a nice and comfortable room for the workshop to take place, with a big table and enough chairs, and make sure that you also have enough paper and pens. Don't forget that you can invite everyone to the workshop because everyone can be creative.

2. The beginning...

If there are people who don't know Loesje or who haven't done a Loesje workshop before, explain a bit about it.

Posters are made about topics that concern the people involved and they are a way of thinking about the world and of changing disappointment into initiative. So, you can write about anything and the first rule is "there are no rules".

Maybe now you want us to explain a little about Loesje's way of writing texts.

**CÍTIM SA TAK
BEZH RANIČNÁ**

**ŽE BY SOM
SA VYDALA AI**

ZA MARŤANA

Loesje

I feel so borderless that I could marry a marsian

8. Before going out for a drink or coffee together...

Explain that the most circled proposals are gathered together and submitted to a vote.

The ones selected go through the final editing and are layed out. Loesje International can help you with it, after you and your group have created the texts.

Get some feedback from the participants. How did they feel? Did they enjoy it? Would they like to do it again? And, thank them for coming.

You can also ask if they would like to receive the layed out series and go poster sticking.

Loesje makes about 5 texts from every workshop and a workshop takes approximately 2 hours. So, is it time for you to get started?

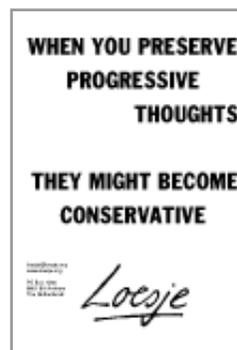


We can start by telling you about "Brainstorming". This is the most famous method of getting new ideas. What everyone does is just to express their thoughts and associations, either on paper or out loud. When you do it, try to collect as many ideas as possible; this increases the chance to have more ideas that you will want to use. Don't criticize an idea that seems to be nonsense, you might be surprised... criticism is a great enemy to creativity.

Beside that, Loesje uses something called "**ACCESS**", which stands for Association, Contradiction, Comparison, Exaggeration, Stimulation and Suggestion. We'll tell you more about it:

Associate:

Think of as many words and ideas possible that relate to the topic. What are the words connotations? What feelings does it provoke in you? What does the word mean for you?



Contradict:

Look for a contradiction on the subject that you are writing about. Make aspects that are considered weak, strong and the other way around.

Compare:

Compare something that is new for you (and others), with something that is well known. That might help to clarify the meaning or consequences of the topic.



When you think you are finished with one subject, pass it to the person on your right.

It's useful that you pay attention so that the order of the papers keeps the same, so that everyone can write on every subject.

When you have a paper with a topic, write down your thoughts, look to what the others have written. Does it give you any other idea? Do you still remember ACCESS? Make sure that everyone had all the papers at least once and stop when you think that people are soon becoming tired (usually after the first round of the papers).

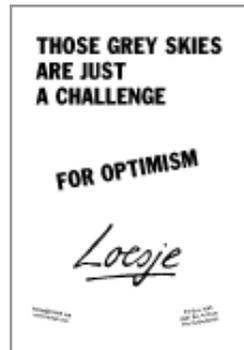


Exaggerate:

Make the subject, or the things it implies, bigger.

Stimulate:

Motivate others to take action, stimulate them for adventure and show them how rewarding doing something unusual might be.

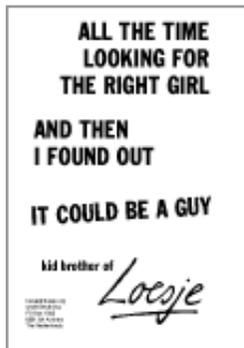


6. Circling

You need colour-pens for this final part of the workshop. Let everyone choose a colour and ask them to go through the papers again, this time to circle the texts they would like to become Loesje texts. They can choose more than one (or none) in each subject.

Now that you are reading the texts again, you might want to change something; in that case, just write it down.

In the end you can see that the texts, which have been circled with more colours, are the most popular.



Suggest:

Making people see things in a different way is always nicer than telling them what to do. So, make people think about what they read and about what it implies.

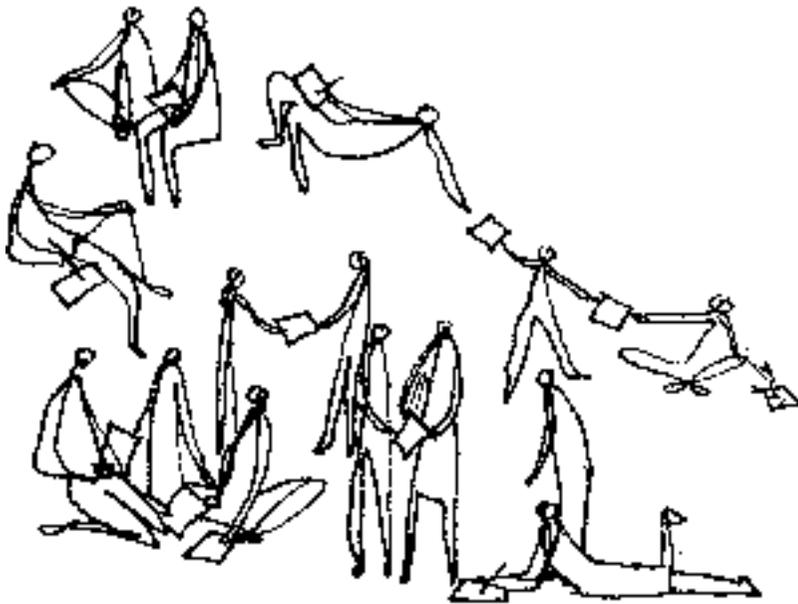
7. Read out loud

If there is still time and if people are not so tired, you can read out loud the most circled texts, and you can all comment them (or just smile).

The reason why we have the workshops in a group is to be inspired by others. Let yourself be inspired, even by your own weirder thoughts.

Of course, other techniques can be used, you just have to get started and new ways will appear.

Introducing techniques can be very useful, especially for people who are joining workshops for first times, but also for the experienced ones. If you decide to present and practice different techniques, it's maybe best to do it after warming-up.



3. Warming-up

We use this phase to start our ideas running and to show the participants of the workshop that they are creative. There is no such thing as "too weird" or "too crazy" for what may come up from the warming-up games. This is also a good time to build up an open atmosphere in the group.

We will give you some examples of warming-up games:

- STORY

The goal of this game is to make up a story with a randomly chosen group of words.

Everyone gets a white sheet of paper where they write any word that comes into their heads on the left side of the paper. Then, they pass it to the person on their right and that person writes another word (beneath the first), which is a free association to the previous one. You keep on passing the papers and writing words, which you associate with the last one on the paper, until you have about 10 words. Then, every person circles 3 words that they like best, in the paper they have in front of them and they pass the paper again. This time, they write the name of a famous person, on the right side of the paper, before passing the paper again, then, the name of a kitchen tool and finally, the name of a place.

With the 3 circled words, they have to make up a story that involves the famous person, on the chosen place using the kitchen tool.

men also cheat

NEW Feminism => woman cheating

Why choose, I want them all

When did beauty become a dictatorship

Women cheating a guy to match with each pair of shoes

for feminism to work, men have to die out

Make-up / is that the western Burka

New Feminism

let's get that going in the third world

Feminism

Let's start with ourselves

we also have high heels, taking feminism to new heights.

She took off her lipstick
she took off her shoes
she took off her make-up
- and didn't recognise the face in the mirror anymore.

here's a pretty face underneath each burke

The image contains several handwritten notes and sketches. At the top, it says 'men also cheat' and 'NEW Feminism => woman cheating'. Below this, there are several phrases: 'Why choose, I want them all', 'When did beauty become a dictatorship', 'Women cheating a guy to match with each pair of shoes', 'for feminism to work, men have to die out', 'Make-up / is that the western Burka', 'New Feminism', 'let's get that going in the third world', 'Feminism', 'Let's start with ourselves', 'we also have high heels, taking feminism to new heights.', 'She took off her lipstick', 'she took off her shoes', 'she took off her make-up', '- and didn't recognise the face in the mirror anymore.', and 'here's a pretty face underneath each burke'. There are also some simple line drawings of faces and a person's head.

4. Collect subjects

After the warming-up, it is time to choose the subjects that you are going to write about. You can ask people to tell you if there is something that has been on their minds and that they want to write about or you can talk about the latest news. Make sure not to have topics that are too identical and don't forget to turn what is bothering people, into an inspiring subject. One tip is not to choose too wide topics: War in Iraq is easier to associate to, than just War, for example. You can ask people to write each subject on the top of one sheet of paper, so that they all have one subject when you start writing and you can have 2 or 3 additional subjects to these.

5. Writing

Now it is time to explain to the group that they can write whatever comes to their mind. Emphasize that this is a group process, that you don't have to write a "Loesje Poster" immediately, because it is important to let yourself be influenced by the others ideas. It is o.k. to just write a word, or an idea, as well as it is o.k. to write what could become already a Loesje Poster.

It is not obligatory that everyone writes on each subject and drawing is also "allowed". Just express yourself and encourage the others to do the same. You can react on what the others have written, making questions, quotes, anecdotes, but we don't think it is helpful to have "yes" or "no" reactions and to be critical.

After the group has finished writing, read (some of) the stories. Always ask for volunteers and if no one wants to start, do it yourself.

- POEM

You can say to the group that you are, all together, going to create a poem.

After giving a white sheet of paper to everyone, you tell them to write the title of the poem at the top of the page. Then, they fold the paper on a horizontal line (immediately after what they wrote), and pass it to the person on their right. This person writes the first line of the poem (without knowing anything about the title) and folds the paper again, but this time writes on the visible part of the paper that was folded, the last word that he/she has written, and passes it to the person on his/her right. This third person writes another line of the poem and folds the paper. On the visible part should be written the word that the first person wrote and the last word of the second line of the poem.

The fourth person has to make their line rhyme with one of the words written on the visible side of the paper. Then, he/she replaces the last word chosen, for the word that it rhymes with, writes the 2 words on the visible part of the paper, after folding it, and passes it to the right.

This continues until you think the poem is big enough (maybe 8 lines).

It is probably fun to read the poems out loud.
