

100 Dreams Classroom Project

April 16, 2012



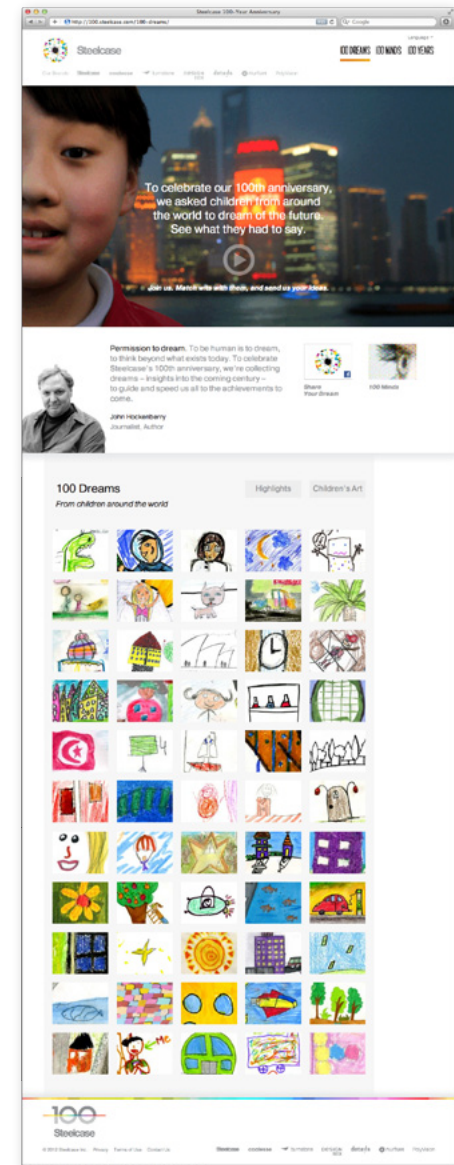
Introduction

Welcome to the 100 Dreams Classroom Project! Our goal for this guide is to give you everything you need for a class project that will help your students:

- envision how the world can change in the future
- communicate what they hope to accomplish as adults
- gain understanding of other children throughout the world.

The drawing and writing assignment (see below) is the centerpiece of the project. We also highly recommend you begin by showing your students the 17-minute documentary film “One Day.” It engagingly tells the story of how six 10-year-olds in different countries dream about the future.

You will find the film on the 100.steelcase.com/100-dreams page of our anniversary website.



100 Dreams Page

The Drawing & Writing Assignment

Ask your students to each create one or two drawings, using any type or size of paper. Provide whatever media is most comfortable for them and easily available: pencils, paints, crayons, oil pastels, markers, etc.

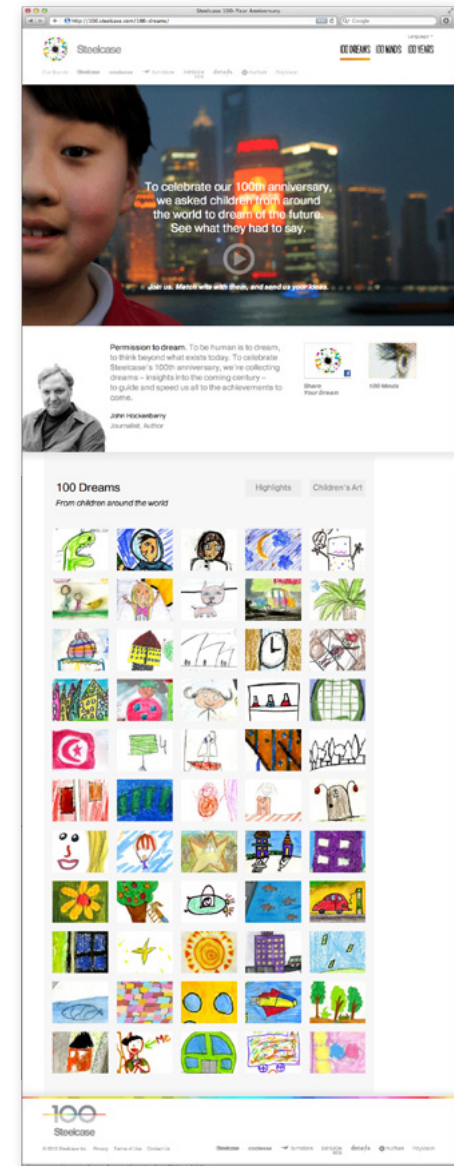
Drawing 1

Imagine what your city or town will be like when you are an adult. Think about what you will have that we don't have now and how things will be different. You can invent anything you want. Draw what that looks like, and then write a paragraph describing your vision.

Drawing 2

Think about what you will be doing as an adult and how you will make your mark on the world. What will the space look like where you will be doing this? What things will be around you in that space? You can invent anything you want. Draw what that looks like, and then write a paragraph describing your vision.

After the drawings and descriptions are done, spend time with your class showing and talking about your students' dreams and/or those created by children around the world that are on the 100.steelcase.com/100-dreams page of our anniversary website. Talk about the similarities and differences among the fellow dreamers and what it might take to make the dreams come true.



100 Dreams Page

Share the Dreams (optional)

We've identified three different ways for you to share your students' dreams beyond your own classroom.

Option 1: Share your students' dreams at your school.

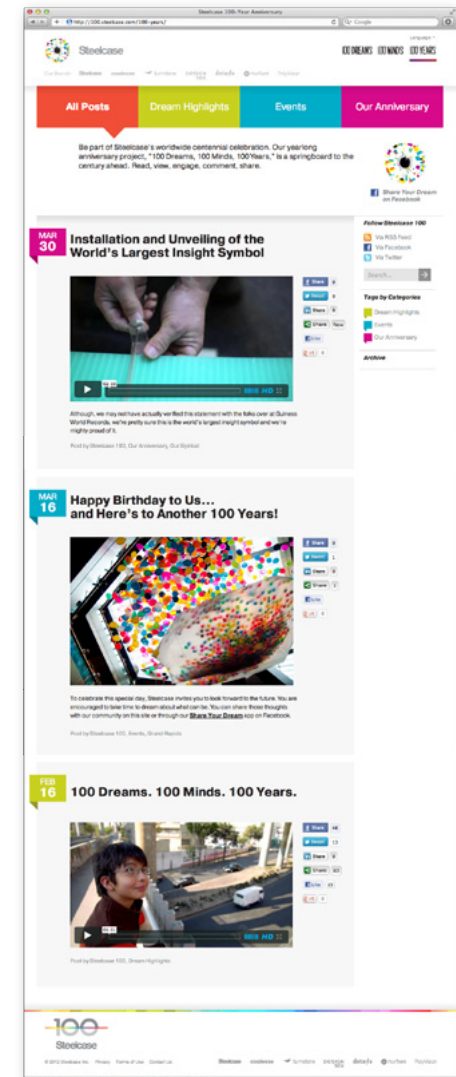
Have the children complete the assignment and post their dreams in your school gymnasium, cafeteria or hallways. Invite family, neighbors and friends to visit your school to view the drawings and stories.

Option 2: Share your students' dreams on a Facebook page.

Give your students' dreams more exposure by posting their work on Facebook. *(Make sure you get any necessary approval and releases from parents.)* Create a new Facebook page or use an existing school Facebook page. Scan and upload the drawings to a photo album. Also consider uploading your students' work on the Steelcase Facebook page. That way your school will be added to an online world map showing dreamers' locations.

Option 3: Conduct a contest and submit the winning dream to Steelcase.

Create a pool of participants (*your classroom, grade, school or district*) and have them complete the assignment. Select a winner and send the drawing, written description, photo of the artist and a completed release form (*attached*) to Steelcase. The young dreamer will be added to the 100.steelcase.com/100-dreams page of the site and featured on the 100.steelcase.com/100-years blog section of our anniversary website.

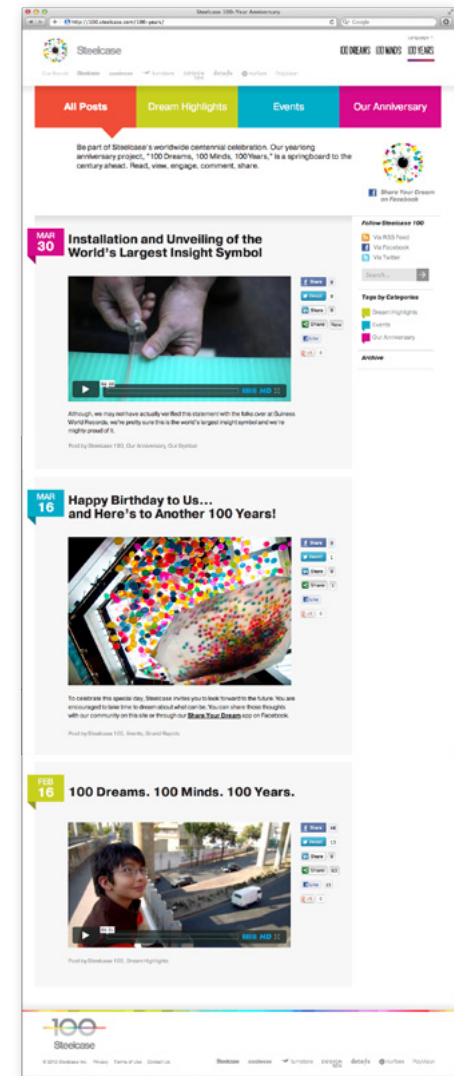


100 Years Page

How to Submit the Winning Dream

- 1 Scan the drawing, the description and a completed release form (attached).
- 2 Take a digital portrait of the winner to send as a jpeg file.
- 3 If English isn't your winning student's primary language, please translate his/her description into English and send as a Word document.
- 4 Send all the files (10MB or smaller) via email to:
100anniversary@steelcase.com
- 5 Watch for it to appear on the 100.steelcase.com/100-dreams page and be featured on the 100.steelcase.com/100-years blog section of our anniversary website within 30 days.

Thank you for participating in our centennial project and encouraging the next generation to dream big about the future. We believe this can be an important step to a better world ahead.



100 Years Page

steelcase inc

TALENT CONSENT AND RELEASE

1. I agree that all materials submitted on behalf of my child, _____ including drawings, descriptions, headshots, video and/or audio files may be used by Steelcase Inc for the "100 Dreams, 100 Minds, 100 Years" (working title) project. I give Steelcase Inc and their respective licensees and successors the right to broadcast and exhibit such programs and photographs as described below:

Project Title: 100 Dreams, 100 Minds, 100 Years (working title)

Term of use: Perpetuity

Scope of Use (Media): All

Territory: All

Special Provisions:

2. I agree that assets provided to Steelcase Inc, the licensed Party, are owned by them and that they may copyright material containing same.
3. I agree that no film, photo or other material need be submitted to me for approval and the Licensed Parties shall be without liability to me for any distortion or illusionary effect from the publication of my likeness.

PARENTS NAME: _____

CHILD'S NAME: _____

CHILD'S AGE: _____

Address: _____

Phone #: _____

Date of Birth: _____

I , the undersigned, hereby state that I am the parent or legal guardian of the above-named minor. I do hereby consent and give my permission to this agreement and the terms hereof on behalf of such minor and personally join in the warranties and representations set forth above, without further compensation.

Signature of parent or legal guardian

Print Name of parent or legal guardian

Relationship to minor