..operates in a pedagogical context and is about the creation of norm-creative pictures and art to be exhibited in public places.
Discover and create
Normstorm makes it possible to discover, problematise, question and change norms in a pedagogical context. Through norm-critical discussions and analyses, youths can take part in and create norm-creative pictures and art.

Work with values
Normstorm is a concrete tool to work promotionally and preventively with basic values. It gives youths and personnel the possibility to increase their understanding of norms and their importance when it comes to equality.

Be heard
Normstorm gives young people the opportunity to present their experiences and solutions to problems. Through the act of exhibiting the images at frequently visited public places, youths get the opportunity to participate and influence, and gives them a voice in the public space.

Influence
Through the public images, Normstorm encourages a debate that can affect the public. In this way, the pedagogical work is given a chance to progress and influence, even outside the classroom. Normstorm can therefore contribute to a more open and inclusive municipality.
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The power of images!
Step 1
Collaboration
In Jönköping, Normstorm is being performed to various degrees in different schools while the municipality together, with a number of partners, offers lectures, technical equipment and exhibition places. The project is a part of the municipality’s work towards equality.

Step 2
Norm-critical preparatory work
The project begins with a preparatory phase where both personnel and youths get theoretical knowledge and tools to think and to relate norm-critically. The work compromises everything from lectures to pedagogical exercises in the context of a classroom.

The personnel get support to critically start to examine their own position in relation to various norms and how norms affect the school and the learning environment through peer learning and guidance. In this way, the norm-creative and norm-critical approach can be developed in the daily pedagogical practice.

Step 3
Norm-creative process
The norm-critical preparatory work is followed by norm-creative work, either individually or in groups, where the youths’ creative process and production of images and art are in the centre. Photography has always been the leading form of expression but throughout the years we have also had, for example, sculptures, paintings, graffiti, digital illustrations, installations and audio files.

Step 4
Public exhibitions
The work concludes with public exhibitions in various places – from museums, train stations and bus stops to school corridors and school libraries.

The exhibitions are also used as a material for discussion and further pedagogical work. For example, personnel and students not involved with the project have visited the exhibitions. Additionally, the images have also been exhibited and used at youth centres.
Images as a starting point for reflections, discussions, and workshops.
Exhibitions, educational tours and workshops
What norms are portrayed in these images?
Have they changed in the past 100 years? How?
Do the norms vary between contexts (places, cultures, social groups)?

Do you think the norms will change in the next 100 years? How?
"Who is God?"

Why do you assume that God is a man?
How are You?
Aweful!!
Do you want to talk about it?
Yea sure!
A-T (Lucian): Nice try Man!
A-T (Lucian): Well played!
A-T (Lucian): Good luck, have fun!
N-A-T (Lucian): Have a nice next game!
N-A-T (Talon): Thank you, same to you.
N-A-T (Darius): You to RootbeerViking Wellfought!
N-A-T (Lucian): Thank you
“To be accused of other men's actions”

“men are disgusting”

“rasist”

“fuck boy”

“women oppressor”

“rapist”

“harasser”

“pedophile”
Give me a chance

The potato was also an immigrant once. Don´t judge me by my look but by the content of my character.

Daniyal Ayyobi, Wase Rahim Resha
Stadsgårdsskolan
3 advice to succeed with norm critical work in schools – particularly when trying to engage boys.

- Adjust the work according to the specific context.

- Establish a common ground.

- Student involvement.
NORMSTORM
– Metodstöd
For more information and inspiration about the project visit:
www.includegender.org
www.jonkoping.se

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