



By creating opportunities for newly minted practitioners to teach the public, the *Feldenkrais* Festivals provide opportunities



not available in training programs. Recent graduates and trainees gain invaluable experience in front of a room of students who are not their colleagues and are therefore coming to the *ATM*<sup>®</sup> lessons the same way members of the public will. They also get the opportunity to watch how experienced practitioners teach people who are new to the work by witnessing:

- The way we instill curiosity in new students.
- The way we create a sense of a storyline in our lessons.
- The way those of us who have attained success in this work create an event that's engaging enough to get students to keep coming back.

If you're interested in hosting special events- both in the *Feldenkrais* Festival format and others- there are many things to consider. Here a few of the many lessons I've learned through trial and error:

- Teachers and their lesson choices must be vetted. There are certain lessons that are "Greatest Hits"- the ones that Moshe taught to the public and Gaby and Mia's early lessons come to mind. When teaching these lessons, the brilliance of the work becomes clear to both the student and the teacher.
- Create an environment where participants can spend time discussing their experiences. People love to eat and drink. Providing a venue where they can socialize over food and drink enables attendees to make friends. Inspire people to make *ATM* "dates" with their "*Feldenkrais* friends" and learn in class together.
- Co-sponsor with local businesses who want to connect with local consumers. Since our practices often involve local

Feldenkrais Festivals: Promoting Practitioners and the Feldenkra...  
outreach, many neighborhood restaurants and businesses are  
thrilled to have a chance to connect with our students.

[http://www.feldenkrais.com/article\\_content.asp?adminkey=a78...](http://www.feldenkrais.com/article_content.asp?adminkey=a78...)

I think that Regions should financially support adventurous young practitioners to follow the *Feldenkrais* Festival model. It is a great way to generate interest in our work and help newly minted teachers get experience teaching the public. I'm happy to offer my expertise in helping to create events of this sort. I've created about a dozen up to this point and I can certainly help to make events more successful and point out potential pitfalls to help organizers avoid repeating my mistakes.

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Frederick Schjang, GCFP, is one of the Founding Faculty members of New York University Doctorate Program in Physical Therapy, and is a 35 year veteran of the fitness industry. His *Awareness Through Movement*<sup>®</sup> class was chosen in the "Best Fitness Class" category by *TimeOut NY*.

He co-produced the DVD "What is the *Feldenkrais Method*<sup>®</sup>?", which has been viewed hundreds of thousands of times on YouTube. His annual *Feldenkrais*<sup>®</sup> Festivals draw up to 150 people and have drawn national attention to the *Feldenkrais Method*.

Frederick maintains a private practice and mentors other practitioners in the field. Frederick is currently the Regional Representative for the New York Region of the *Feldenkrais Guild*<sup>®</sup> of North America.

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