



Webster Center  
for Creativity &  
Innovation

is proud to present

# Creativity Week 2018

KEYNOTES | WORKSHOPS | CONFERENCE | ART

June 11-15, 2018

[www.webster.ch/creativityweek](http://www.webster.ch/creativityweek)

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# Keynote Speakers

| Monday (11 June)   | Tuesday (12 June)  | Wednesday (13 June)   | Thursday (14 June)   | Friday (15 June)  |
|--|--|---|--|---|
| <p><b>Prof. James C. Kaufman</b><br/>“Why Creativity Matters”</p>  | <p><b>Prof. Jan Dul</b><br/>“Work Environments for Creativity and Innovation”</p>  | <p><b>James Robey, MFA</b><br/>“Arts Education as a Laboratory for Leadership and Innovation”</p>   | <p><b>Dr. Susan Engel</b><br/>“Inquiry and Invention in Childhood”</p>   | <p><b>Prof. Zayda Sierra</b><br/>“Creativity for Sustainability: Perspectives from the (Global) South”</p>  |
|    |   |   |   |    |
| <p>James C. Kaufman is a Professor of Educational Psychology at the University of Connecticut. He is the author/editor of more than 40 books, including <i>Creativity 101</i> (2nd Edition, 2016) and the <i>Cambridge Handbook of Creativity</i> (with Robert Sternberg; 2010). He has published more than 300 papers, which include theoretical contributions such as the Four-C Model of Creativity (with Ron Beghetto) and empirical work, such as the study that spawned the “Sylvia Plath Effect”.</p> | <p>Jan Dul is a professor of technology and human factors at Rotterdam School of Management, Erasmus University (RSM), the Netherlands. His research is published in about 150 publications and focuses on the interaction between people and the technological and social-organisational work environment for enhancing human performance and well-being. He addresses the question of how to create work environments that facilitate people’s creative performance and improve the organization’s innovation performance.</p> | <p>James W. Robey is author of <i>Beginning Jazz Dance</i> and <i>Robey Jazz Dance Technique and Curriculum™</i>, and Associate Professor of Dance and Chair of the Department of Dance at Webster University. James was Founding Artistic Director for the Bare Bones Dance Project in New York City and James Robey Dance in Connecticut. He is a former professional dancer with the Metropolitan Opera Ballet Company in New York City, and Connecticut Ballet.</p> | <p>Susan Engel is Senior Lecturer in developmental psychology in the Psychology Department at Williams College, Founding Director of its Program in Teaching and Gaudino Scholar for 2018-20. Her research interests include the development of curiosity, children’s narratives, play, and more generally, teaching and learning. Her current research examines the development of children’s ideas. Her scholarly work has appeared in journals such as <i>Cognitive Development</i>, <i>Harvard Educational Review</i>, and the <i>American Education Research Journal</i>.</p> | <p>Zayda Sierra (Colombia) was awarded a Fulbright scholarship for her doctoral studies in Educational Psychology at the University of Georgia (USA). She was also awarded a Fulbright Research grant and a SSHRC grant (through the Canadian Embassy in Colombia) to study the educational challenges of Indigenous people in a global world. At the Faculty of Education in Universidad de Antioquia, Colombia, she has been leading the creation of educational programs with- and for- culturally diverse communities, pertinent to their expectations and needs, particularly the ones of children, women, and elders.</p> |

# Creativity Week 2018 - Program

|                      | <b>Monday<br/>June 11</b>   | <b>Tuesday<br/>June 12</b>   | <b>Wednesday<br/>June 13</b>   | <b>Thursday<br/>June 14</b>   | <b>Friday<br/>June 15</b>  |
|----------------------|---|--|--|---|--|
| <b>10:00 - 11:50</b> |   | <b>Paper presentations</b><br>Sociological and social psychological perspectives. How creativity meets innovation (ICI, Germany) | <b>Paper presentations</b><br>Creativity beyond cognition: New and old topics in creativity research | <b>Paper presentations</b><br>Educational and cognitive perspectives on creativity                      | <b>Paper presentations</b><br>Cross-cultural and socio-cultural perspectives on creativity |
| <b>12:00 - 13:00</b> |   | <b>Lunch Break</b>   | <b>Lunch Break</b>   | <b>Lunch Break</b>  | <b>Lunch Break</b>   |
| <b>13:00 - 15:00</b> | 13:00 - 14:00<br><b>Art exhibition</b><br><i>Paul March</i><br>(Chalet on campus)                 | 13:00 - 14:00<br><b>Workshop</b><br>Putting creativity theory to work<br><i>J. C. Kaufman &amp; V. Glaveanu</i>                  | 13:00 - 14:30<br><b>Workshop</b><br>Having fun in creativity research<br><i>Maciej Karwowski</i>     | 13:00 - 14:30<br><b>Workshop</b><br>Hands on creativity: Transforming teaching<br><i>Adva Margaliot</i> | 13:00 - 14:30<br><b>Workshop</b><br>Integral movement studies<br><i>James Robey</i>        |
|                      | 14:00 - 16:00<br><b>Workshop</b><br>Improvised comedy: Creativity at play<br><i>Samuel Lagier</i> | 14:00 - 15:00<br><b>Photography exhibition</b><br><i>Francesco Arese Visconti</i><br>(Cedar Cafe)                                | 14:30 - 15:00<br><b>Coffee Break</b>   | 14:30 - 15:00<br><b>Coffee Break</b>  | 14:30 - 15:00<br><b>Coffee Break</b>   |
| <b>15:00 - 16:30</b> |   | <b>Workshop</b><br>Innovation in the humanitarian sector<br><i>Markus Søbstad Bensnes</i>  | <b>Workshop</b><br>The role of dramatic play for creativity<br><i>Zayda Sierra</i>                   | <b>Workshop</b><br>Measuring creativity: EPOC<br><i>Todd Lubart</i>                                     | <b>Workshop</b><br>The neuro-manager<br><i>Alessandro Antonietti</i>                       |
| <b>16:30 - 17:00</b> |   | <b>Coffee Break</b>  | <b>Coffee Break</b>  | <b>Coffee Break</b>   | <b>Coffee Break</b>  |
| <b>17:00 - 19:30</b> | <b>Expert panel</b><br>Innovation in Switzerland  | <b>Expert panel</b><br>Technology Creation   | <b>Expert panel</b><br>Visual Arts Now in Geneva   | <b>Expert panel</b><br>Creativity in Education  | <b>Expert panel</b><br>Networked Creativity & Innovation                                   |
|                      | <b>Keynote</b><br>Why Creativity Matters<br><i>James C. Kaufman</i>                               | <b>Keynote</b><br>Work Environments for Creativity and Innovation<br><i>Jan Dul</i>  | <b>Keynote</b><br>Arts Education as a Laboratory for Leadership and Innovation<br><i>James Robey</i> | <b>Keynote</b><br>Inquiry and Invention in Childhood<br><i>Susan Engel</i>                              | <b>Keynote</b><br>Creativity for Sustainability<br><i>Zayda Sierra</i>                     |
|                      | <b>Networking reception</b>   | <b>Networking reception</b>  | <b>Networking reception</b>  | <b>Networking reception</b>   | <b>Networking reception</b>  |

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Full details at: [www.webster.ch/creativityweek](http://www.webster.ch/creativityweek)



## Webster Center for Creativity & Innovation

The Webster Center for Creativity and Innovation (WCCI) at Webster University Geneva is a multidisciplinary center dedicated to the scientific study of creativity and innovation and its applications to business, education, art and design, technology and society.

Situated at the forefront of research within creativity, innovation, and connected fields, the WCCI collaborates with a wide network of European and international centers, institutes and organizations both inside and outside of academia.

Its aim is to advance our understanding of creative processes, teach the management of innovation, and offer a space for companies and organizations to meet and have the facilitation required to foster change and development processes.

More information about the center, events and resources can be found at [wcci.webster.ch](http://wcci.webster.ch)

### **Webster University's Mission**

Webster University, a worldwide institution, ensures high quality learning experiences that transform students for global citizenship and individual excellence.

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