

Creativity and Innovation Days 2025
Biographies, Abstracts and Workshops Descriptions

Vanessa Behrens

Global Innovation Index, Project Manager, Department for Economics and Data Analytics, WIPO.

Vanessa Behrens is the Project Manager for the Global Innovation Index (GII) within the Department for Economics and Data Analytics of the World Intellectual Property Organization (WIPO). Prior to joining, Vanessa was a researcher in the Economics of Innovation and Industrial Dynamics unit at the Leibniz – Centre for European Economic Research (ZEW) in Germany. Specialized in policy-oriented research on the economics of innovation, she has co-authored flagship reports, such as the European Union's Horizon 2020 report on Investigating the Impact of the Innovation Union (I3U), WIPO's GI and the World Intellectual Property Indicators Report 2013. Vanessa completed her PhD at the Faculty of Economics and Business (FEB) at KU Leuven, Belgium. Her dissertation investigates how patent policies can be employed to uphold the patent systems' function of incentivizing innovation and technological advancement in the digital era. She also holds a master's degree in Economics of Public Policy from Barcelona Graduate School of Economics (BGSE) and a master's degree in Intellectual Property Law and Management from CEIPI, University of Strasbourg.



Abstract

Title: Global Innovation Index: Monitoring Global Innovation and Switzerland's Overperformance

What makes an innovation ecosystem thrive? In this keynote, we will explore the critical factors that foster healthy innovation ecosystems, with a special focus on Switzerland's remarkable and consistent overperformance in global innovation rankings. Drawing insights from the Global Innovation Index (GII)—WIPO's flagship report monitoring global innovation trends—we will examine how innovation can be effectively measured and how it is used to for strategic policymaking. The GI not only tracks and benchmarks innovation performance across 130 economies worldwide but also serves as a practical tool for action, helping policymakers and stakeholders strengthen their innovation landscapes.

Margherita Guerra

Director of the FFL Foto Festival Lenzburg

Margherita Guerra is the founder and director of Fotofestival Lenzburg. After earning a M.A. degree in Theology in Milan, she specialized in Publishing and Photography. She worked as a copyright manager and picture editor for several publishing houses and spent nearly a decade at the Alinari Archive in Florence, the world's oldest still active photo archive. After relocating to Switzerland in 2013, she founded Yourpictureditor, an agency specializing in picture research and copyright clearances, supporting various publishing houses in Switzerland and Italy. In 2017, she launched the Fotofestival Lenzburg in her hometown, which has since grown into a recognized event in the photography community, fostering international artistic collaborations and partnerships. She curates exhibitions and regularly serves on international juries for photography awards.



Photo Credit: Davide Monteleone

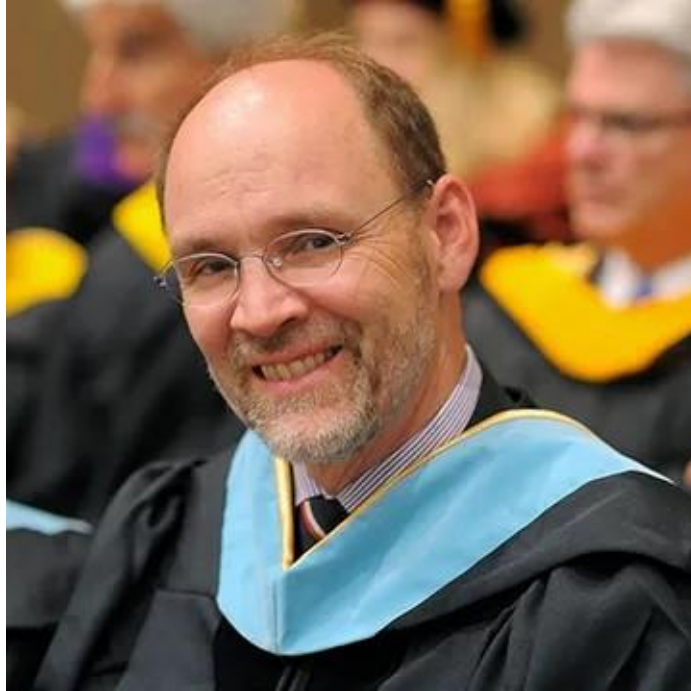
Abstract

Title: Out in the Sea of Switzerland: The Journey of Creating a Photo Festival Abroad

Everyone has dreams they would like to fulfill—but they don't know how, they don't know if they will succeed, and they don't know if the outcome will be what they imagined. And so, they struggle to set it up and often give up. I had my own small dream: a contemporary photography festival in my city. I turned it into a project that became a reality, taking me on an adventurous journey through Switzerland—seemingly not the most adventurous of places. I will share my discoveries and tips that this experience has brought me: the essential elements to understand if a dream is the right one, if it can become a project, how to make it happen, and how to carry it forward.

Neil German

Neil German started teaching as a graduate assistant in 1985 in the U.S. and moved to Switzerland in 1992 to train as a psychoanalyst at the Jung Institute in Zurich. He has taught at Webster since March 2000 in the Psychology department. He holds a Psychoanalytic Diploma from the Jung Institute in Zurich and a MA in Counseling Psychology from Kutztown University in Pennsylvania.



Abstract

Title: Imagination and the Dreamworld

The unconscious and dreams have served as foundational pieces for our imagination throughout human history. Dreams have guided us back into the past as well as being a portal to the future. They have given us answers to difficult questions and have pushed our boundaries into seeing the world in new ways. Using both historical and current examples we will delve into how dreams have stirred our imagination.

Clelia Petracca

Clelia Petracca is Commissioning Editor in Creativity Studies and Disability Studies at Palgrave Macmillan. At Springer Nature she also co-chairs the SDG 5 Working Group: Gender Equality, a company wide initiative that brings together colleagues across different departments to support Springer Nature's goal of becoming the SDG publisher of choice with internal and external initiatives and partnerships.



Abstract

Title: Publishing for Academia: Demystifying the Book Publishing Process

Clelia Petracca, Commissioning Editor in Creativity Studies at Palgrave Macmillan, will unveil what happens behind the scenes of the academic publishing process. This panel is designed to demystify the path to publication, offering aspiring authors insights into the book cycle—from the initial concept to final publication. Whether you're an early career researcher or an experienced academic, this session will equip you with the knowledge you need to navigate the world of academic publishing and increase your chances of getting published. The discussion will cover the key steps in the publishing process, understanding different types of book proposals and when to use them, tips on submitting a proposal, the Creativity Studies publishing programme at Palgrave, and how publishers can support authors from contract to book launch.

Edward Boon

Edward Boon is a researcher and lecturer specializing in marketing and entrepreneurship. His work explores the intersection of consumer behavior, social media, and technology, with publications in leading journals such as *Psychology & Marketing*, *Business Horizons*, and *Tourism Management*. In addition to academic research, Boon trains social entrepreneurs through programs like ImpactHub and provides consulting services in marketing and strategy. His professional background

includes roles at Procter & Gamble and at online insurance broker First Europa. Boon holds a PhD in Industrial Marketing from the Royal Institute of Technology, Stockholm, and an MBA from Erasmus Rotterdam School of Management.



Abstract

Title: Beyond the Algorithm: Why Human Connection Matters in Marketing

AI is revolutionizing marketing by boosting productivity and delivering highly personalized content. Yet while it offers incredible efficiency, it comes with a challenge: How can brands stand out in a sea of AI-generated content? The answer lies in something AI cannot replicate—human imagination and authentic connection. This paper explores the vital role of creativity and human connection in an AI-driven marketing world. It highlights how AI has transformed content creation and advertising, but argues that it lacks the imagination and empathy to create memorable campaigns. The paper offers strategies for blending AI with human creativity, such as empathy-driven storytelling, building communities that thrive on meaningful interaction, and ensuring that human oversight guides AI to reflect brand values. Case studies of human-led content and advertising campaigns are presented, showcasing how imagination and connection can break through the noise of AI-generated material. The findings emphasize that originality and emotional depth are required to differentiate brands. By combining AI's strengths with the unique power of human creativity, marketers can craft campaigns that resonate profoundly and build lasting relationships.

Claudia Bigoni

Claudia Bigoni was born in Bergamo, Italy in 1993. Curious from the start, she first studied biomedical engineering in Milan, and then in Lausanne at EPFL. Here, her passion for research and innovation grew stronger. She pursued a PhD in Neuroscience at EPFL where she worked on a clinical trial testing a new rehabilitation approach for stroke patients. Since 2024 she has been working on the creation of the start-up SaisiR - Science for Rehabilitation. Its mission is to empower stroke patients to regain independence



Abstract

Title: From research to reality: my journey creating SaisiR

Working at the core of innovation at EPFL is exciting, pushing the boundaries of science, exploring uncharted territory, and making groundbreaking discoveries. However, within academia, the impact of research remains limited. It wasn't until the end of my academic journey that I had a key realization: true innovation is not just about discovery, but about translation—turning research into something that can be used, accessed, and truly make a difference. Founding SaisiR - Science for Rehabilitation was a step in that direction, moving beyond scientific exploration to the challenge of making technology usable for clinicians and patients alike. But taking an idea from research to product is not a linear journey—it requires creativity in unexpected ways,

navigating regulatory frameworks, refining user experience, and finding a sustainable business model. While the product is still in development, the process has already revealed valuable insights from clinical trials, strategic pivots, and the complexity of securing funding and partnerships.

In this talk, I will share the key milestones of this transformation and the lessons learned along the way. My journey highlights the power of merging scientific rigor with entrepreneurial vision—showing that while innovation starts in the lab, its true impact happens when it reaches the real world.

Francesco Pennacchio

Francesco Pennacchio is an Italian photographic artist who settled in Switzerland for over a decade. His work as an artist is driven by his familiarity with the themes of the invisible: memory, identity, bereavement and time. His practice is rooted in the documentary tradition. With a decade of experience with the digital medium, he evolved to instant and analogic photography, archive exploration and re-elaboration. His objective is connecting the here and now and the past and blend them into an instant of juncture. Holder of a PhD in Physical Chemistry from EPFL Lausanne, in 2020 he graduated with a Master of Arts Distinction degree in Photojournalism and Documentary Photography from London College of Communication, University of the Arts London. His work has been exhibited, published and reviewed internationally (Italy, Switzerland, UK and the Netherlands). He is one of the winners of the PhEST Open Call 2023. He has been the curator of the festival PhotoGenève 2024 and has been selected for the Masterclass Program CURAE on curatorial practices, organised by PhMuseum, Bologna-Italy, led by Erik Kessels. He has been responsible for staff and logistics at the Biennale Images Vevey 2024, and project manager for the photobook fair Booklette 2024.



Exhibition Abstract

Title: Forget-me-not/Nontiscordardime

Pennacchio was 3 when he asked his question. It was the spring after his mother, Emanuela, died of cancer. This conversation took place in the garden, an ecosystem governed by annual cycles, transforming with the seasons and revealing the different stages of life, a place which naturally evokes memory and the passage of time, a memento of death and rebirth. This play between life and death, intrinsically linked to the garden, raises questions about the nature of our memories. Are these memories a true connection with what happened, or are they evolving entities - alive, mutable, and thriving as we engage with them? Like a well-tended plant, memory grows and transforms with care and attention, shaping itself anew each time we revisit it. And still, what is the mediation role of physical places and images in this operation of revisitation of memory? Pennacchio tries to answer this question with two lines of artistic production. In the first one, he juxtaposes the uninterrupted cycles of renewal in the natural world with the broken, fragmented family memories of his own, represented by frames from the family archive. His polaroids are presented as metaphors for physical building blocks in the reconstruction of his missing memory. In the second one, he retraces the steps of his mother Emanuela through Europe, aiming to weave a connection with her and the places she visited. He then impersonates her, placing himself in the same spot where she had stood – to build common memories - and

overlaps the archival and new photographs, creating atemporal images that belong neither to the past nor to the present. This dialogue between new and archival images becomes an attempt to engage in never-had conversations, seeking to bridge past and present. His work suggests that memory is not static; it is alive, shifting and adapting as we nurture it. A perfect metaphor is the jasmine vine, here represented, that Pennacchio's mother, Emanuela, planted and nurtured, and which continues to bloom each year, a living testament to her presence.

John Paulraj

John is a PhD candidate at the Department of Anthropology and Sociology, Geneva Graduate Institute. Additionally, he is a researcher at the Institute's Hoffman Centre for Global Sustainability (HCGS) working on the Swiss National Science Foundation (SNF) - funded project titled Accounting for Nature: Agriculture and Mitigation in the Era of Global Climate Change. His doctoral project broadly explores how forested landscapes in the Northeast of India come to be valued and evaluated within the lens of climate change and climate change mitigation. He examines Nagaland as an important case that could add to growing literature on the subject. He holds a bachelor's degree in Environmental Science, Botany and Chemistry from St. Joseph's College; a master's degree in Disaster Management from Tata Institute of Social Sciences, Mumbai; and a second master's degree in Anthropology and Development from the London School of Economics and Political Science as a Commonwealth Scholar. John's interest in understanding the dynamics of change at the interface between society, environment and development has prompted him to work on issues of biodiversity conservation, climate change, disasters, agriculture, and water security in India. As a programme coordinator at Integrated Mountain Initiative (IMI), he helped organise the 5th & 6th edition of the Sustainable Mountain Development Summit (SMDS) at Leh, Ladakh, and Aizawl, Mizoram respectively. The multi-stakeholder policy forum was directed towards engaging national policymakers and mountain diaspora on issues of water security, climate change, and disasters. Within the contours of strengthening science, policy & practice on climate change adaptation, he worked closely with the Swiss Agency for Development & Cooperation (SDC) to design and implement the project for strengthening platforms to promote science policy interface. He also helped develop proposals for funding of projects around climate change adaptation in the Indian Himalayan Region under the National Mission on Himalayan Studies (NMHS) implemented by the Ministry of Environment, Forest & Climate Change (MoEF&CC).



Abstract

Title: What's in a picture? Photos and ethnography in unpacking the history of the present

Photographs provide a gateway into the lifeworlds of people and understand their lived realities across different spatiotemporal landscapes. It has helped comprehend ways that people understand and construct their natural environment, and at the same time reimagine their future through the co-production of spaces with nonhuman entities. Within this framing, my talk is centred around images captured during the course of my ethnographic fieldwork in Nagaland, India as part of my doctoral work. Engaging with the medium of photography in my work, I unpack the histories of the present surrounding (forest)lands and the ways that photos have helped me connect to longer histories of people inhabiting these material spaces. Histories and stories of everyday that will otherwise be forgotten with time. Thinking about photography this way, I propose to push the boundaries of creativity that defines the art and (re)imagine its role in academic practices aimed towards (re)thinking what is and what can be embedded in a photo.

Sean Leahy

Dr. Sean M. Leahy is an internationally recognized technologist, futurist, and educator advancing humanistic approaches to emerging technology through Futures Studies. As

a Research Scientist for the Future of Being Human Initiative, and Senior Global Futures Scholar at Arizona State University, he bridges academia, research, and practice to explore transformative technologies and human flourishing. Founder of innovative labs like ASU's Digital Maker Studio, and Ignited Labs, Dr. Leahy hosts the Learning Futures and Modem Futura podcasts, engaging public audiences on the implications of advanced technologies. His work spans AI, multimedia, and G20 policy development, emphasizing sustainable development and future-ready education.



Abstract

Title: The future of being human: Navigating complexities and uncertainties in a technologically transformed world

As the innovation, disruption, and convergence of advanced physical, digital, and biological technologies reshape the possibility space of our collective human futures, the interplay between imagination, creativity, and technology becomes a critical lens for navigating the increasing uncertainty and complexity of human flourishing. This talk explores how the guiding principles of the Future of Being Human initiative at Arizona State University—obsessive curiosity, radical creativity, respectful inclusivity, grounded exuberance, and catalytic serendipity—offer a compelling framework for navigating these intersections. These principles highlight the need for bold ideas and visionary insights to navigate one of the most transformational eras in human history. With advancements in artificial intelligence (AI), biotechnology, and sensor technologies, this

framework becomes ever more essential in rethinking what it means to be human in the future. It encourages catalyzing present-day thoughts and actions toward a human-centric, preferred future. Drawing on insights from Futures Studies, this presentation highlights how imagination informed by futures thinking and strategic foresight can illuminate the complexities of technological innovation, navigating the societal implications, ethical considerations, and sustainability challenges. This talk addresses societal implications, ethical considerations, and sustainability challenges, offering real-world examples that bridge academia, research, and public understanding of advanced technology transitions. This talk invites attendees to reimagine the future of being human, where imagination and technology intersect to enhance rather than limit creativity. By fostering a community of bold thinkers, it seeks to explore and examine possible, probable, and preferred futures, inspiring transformative actions in the present for a flourishing future.

Jeanette Tantillo

Jeanette Tantillo has two master's degrees, one from the Bloustein School of City and Regional Planning at Rutgers University and the other from the Graduate Institute of International and Development Studies in Geneva, Switzerland. She has worked at various non-governmental organizations in Geneva organizing and moderating dialogues, acting as liaison, and providing documentation, presentations and training on sustainable development in the areas of digital technologies, trade and ethics. She began working at Webster Geneva Campus in 2007, where for over 15 years she has engaged students in exploring the complicated mandates of international organizations, including the contributions and impacts of civil society, corporations and digital technologies. She is otherwise a private consultant for lectures, research and editing; a Model United Nations trainer; a poet and fiction author; hostess of the Geneva Open Mic Poetry Readings; and an optimistic gardener with moderate success.



Abstract

Title: Model United Nations as a Catalyst for Creative Problem Solving

Model United Nations is a well-recognized, but often misunderstood event for those outside its orbit. An MUN is a gift from an educational institution to its students that not only provides a solution-oriented negotiation-based diplomatic experience, but also offers a real-world learning opportunity for the MUN student organizers who experience the undiluted challenges of producing a student-led initiative. Both groups will wrestle with both expected and unforeseen situations, requiring adaptability, imagination, and creative problem solving in very short timeframes. Ms. Jeanette Tantillo, MUN Faculty Advisor and adjunct professor at Webster, will divulge the relentless drama of MUN events and the benefits reaped by those who persevere to the end.

Mario Saba

Dr. Mario Saba is a professor of Information Systems (IS) with extensive experience in teaching IS-related subjects since 2009 at higher education institutions in Europe, the U.S. and the Middle East. Saba has a strong background in professional leadership contexts. He has also developed academic programs and coaching methods for both

students and professionals at the executive level. Mario Saba is an expert in identifying weak signals in information sciences. He conducts applied research focused on artificial intelligence, the use of IS technologies and decision-making tools. He regularly publishes his research findings in peer-reviewed international journals. Mario Saba is the founder of the Higher Hospitality Academy of Switzerland, an institution that undertakes applied research projects in information systems and translates hospitality values into practical advantages across various industries. Dr. Saba holds a PhD in Management Science – Information Systems, two master's degrees in Marketing and Hospitality Management, and a PGCert in Higher Education from French and English universities.



Abstract

Title: Going Beyond Artificialities: Augmented Intelligence Explained

In this speaking session, you will explore the concept of Augmented Intelligence (Agi), which go beyond the traditional artificial intelligence (AI) by integrating human expertise with AI's computational power. Augmented Intelligence represents a major shift towards a more collaborative approach to technology, where the focus is on enhancing human decision-making rather than replacing it.

You will explore how Agi can be implemented across various industries. The talk will mention scenarios that demonstrate the unique contributions of Agi in increasing business efficiency and enhancing customer experiences. By illustrating real-world

applications, the session aims to highlight the relationship between human intuition and artificial processes, showing how AgI redefines creative problem-solving and innovation.

Antonio Vezzani

Antonio Vezzani is an Economic Affairs Officer at United Nations Conference on Trade and Development (UNCTAD), working on issues related science, technology and innovation for development. Before joining UNCTAD, Antonio was Associate Professor at the Department of Strategy and Innovation of the Rennes School of Business and at the Department of Economics of the Roma Tre University.



Abstract

Title: Will AI benefit all? The Need for Global Collaboration and Oversight in AI Governance (insights from the Technology and Innovation Report 2025)

The presentation will explore the concepts of frontier and general-purpose technologies, examining the current landscape of frontier technologies, particularly AI. This will highlight the concentration of R&D investments and disparities in AI capabilities across countries. The discussion will then underscore the urgent need for global AI governance to ensure that technological advancements contribute to inclusive and equitable development. Strengthened international collaboration can draw on established mechanisms and lessons from various domains.

Julia Sader

Dr. Julia Sader is an esteemed academic and researcher with an extensive background in psychology and medical education. She currently holds a PhD in Biomedical Sciences, specializing in Medical Education from the Faculty of Medicine at the University of Geneva, Switzerland. Her research contributions in this field underscore her dedication to advancing knowledge in the integration of psychological principles within medical education frameworks. Sader also earned a Master of Science in Developmental Psychology from University College London (UCL), where she deepened her expertise in understanding cognitive and emotional growth across life stages. This advanced degree complements her earlier academic accomplishments, which include a Bachelor of Arts in Psychology with a minor in Philosophy, earned magna cum laude from Webster University's Geneva campus. She was further recognized for her academic excellence with departmental honors, highlighting her exceptional contributions to the field during her undergraduate studies. Sader's academic pursuits reflect her profound commitment to the study and application of psychology in interdisciplinary contexts, making her a source of inspiration for students, academics and enthusiasts alike. Her distinguished education and research provide a framework for understanding complex psychological phenomena and their practical applications, particularly in the educational and developmental domains.



Abstract

Title: Can your decision-making be improved with the use of a serious game?

Diagnostic error is a significant issue in healthcare, affecting over 20% of medical procedures and increasing mortality rates. Gamification in medical education is enjoyable for professionals but has limited effectiveness in improving diagnostic outcomes. This study aimed to assess the effectiveness of a game to mitigate susceptibility to common biases in medicine. A randomized control trial (RCT) was conducted in four medical centers in Switzerland from April 2022 to December 2023 to compare a serious game (n=66 participants) with an instructional video (n=61 participants). The serious game used an immersive design and in-game feedback about demonstrated biases of the player who was trying to solve the enigma of the disappearance of a person. A linear mixed-effects model (LME) was used to compare the two groups regarding the subject's susceptibility to the above-mentioned biases, as measured by validated questionnaires before and after both interventions, as well as at 8-week follow-up. Results: The results showed that the serious game intervention demonstrated significant superior effectiveness in reducing susceptibility to cognitive biases among medical residents compared to the training video.

In conclusion, a serious game was more effective in mitigating susceptibility to biases than an instructional video, and the effect was more resilient over time, eight weeks post-intervention. The findings suggest that serious games can be a valuable tool for enhancing training in problem-solving and making users more aware of their own potential biases. Further research is needed to evaluate how this may impact diagnostic outcomes and patient safety.

Petya Ivanova

Dr. Petya Ivanova holds a PhD in English Literature from the University of Geneva with specialization in the medieval period. As a freelance opera dramaturg, she has collaborated with the opera houses in Geneva, Lausanne and Bordeaux. She has taught literature and creative writing at the University of Geneva, as well as theater studies at the University of Plovdiv in Bulgaria. Passionate about music and poetry, she has also written texts for the music of contemporary Bulgarian jazz composers.



Abstract

Title: Imagination: Do We Still Need It?

The death of Satan was a tragedy for the imagination - Wallace Stevens

The human ability to conceive and transform images creatively has fascinated cultures across time and traditions. Its mysteries remain largely unraveled, even with the growing attention it has received since 19th-century Romantic poets and philosophers exalted it. But has it always been seen as a welcome gift? An educational priority? The scope and vitality of the imaginative faculty can vary depending on cultural conditioning, age, experience, momentary state and, importantly, training. If the imagination muscle can be developed and trained, the saturation with ready-made, easily consumable images can supplant its function and weaken it. It seems we must take special care of the imagination – as long as we are still able to recognize its worth.

Zuzana Hevler

Zuzana Hevler studied journalism and media studies at FSV, U.K. She is a trained journalist and has carried out a part of her studies in New York and England at the U.K.'s Loughborough University. She has written for various newspapers and weeklies in English and has worked since 2007 in conjunction with International Geneva. She worked as an editor for the Hospodářské Noviny, the English-language weekly Prague

Post and the daily Zemské Noviny. She gathered experience in the magazine Československý shah.



Abstract

Title: Imagination in Investigative Journalism: Thinking Beyond the Known

Investigative journalism is often associated with meticulous research, fact-checking, and uncovering hidden truths. However, imagination plays a fundamental role in shaping the investigative process. The ability to connect seemingly unrelated facts, envision possible narratives, and anticipate concealed realities requires journalists to think beyond the tangible and venture into the unknown. Investigative journalists rely on imagination—not as a tool for fiction, but as a method of inquiry that fuels their search for truth.

Yejeong MUTTER

Yejeong Mutter represents a unique intersection of art and psychology. After graduating in Human Environment & Design from Yonsei University and gaining experience in the creative industry, she earned an MA in Photography from Royal College of Art in London. Her growing curiosity about the psychological mechanisms and neural activities behind artistic creation led her to pursue a PhD in Psychology at the University of Konstanz. Her research, published in Nature Scientific Reports (2024), examines expertise's effect on visual composition, creativity, and beauty. Through conferences

and exhibitions worldwide, she continues to bridge the gap between artistic creativity and psychological science.



Abstract

Title: Creativity and Beauty: The impact of the mental imagery in artistic composition

Research suggests that mental visualization plays a role in artistic creation and is associated with creativity. However, there remains insufficient empirical evidence to determine whether such imaginative capabilities are exclusive to experts or whether having more detailed and vivid mental imagery actually enhances creative expression. Our previous study demonstrated that experts and novices show distinct patterns in creativity perception, and that a certain compositional strategy—creating semantic images using abstract elements—was effective in producing creative outcomes. Building on these findings, the present study investigates the extent to which detailed pre-execution mental imagery influences creative performance in visual composition. As a pilot study, we propose a hands-on workshop. Participants will create a composition by placing 10 black circles (consisting of pairs of 5 different sizes) on a white square canvas, with the goal of creating the most beautiful or the most creative composition. The key methodological design involves requiring participants to thoroughly visualize their intended composition before creation, placing each element in a single attempt without the ability to adjust its position once placed. The creation process will be recorded. Through analysis of sequential placement and timing data, combined with subsequent creativity and beauty assessments, this experiment will provide insights into

the relationship between imagery elaboration and creative potential in visual composition.

WORKSHOPS & ACTIVITIES

THEA 1080 Studio Acting I

Title: Re-Act

A performance by the Acting class students presenting their "best of" moments, findings and experimentations. Acting to create an impact, re-acting to respond creatively and shape our reality.

ENGL 2150 Creative Writing: Poetry

Title: Say It with a Poem

The students in the Poetry class will present their own works, inspired by their journey through various poetic forms and their own creative imagination. An invitation to take another look at a not-so-disenchanted world.

Supervised by **Petya Ivanova**

Dr. Petya Ivanova holds a PhD in English Literature from the University of Geneva with specialization in the medieval period. As a freelance opera dramaturg, she has collaborated with the opera houses in Geneva, Lausanne and Bordeaux. She has taught literature and creative writing at the University of Geneva, as well as theater studies at the University of Plovdiv in Bulgaria. Passionate about music and poetry, she has also written texts for the music of contemporary Bulgarian jazz composers.

ART CLUB

Art Exhibition and art workshop

Join Webster's Art Club for a hands-on Community Art Making Event during Creativity and Innovation Days on Wednesday, April 9, 2025! This interactive event invites participants of all ages and skill levels to explore their creativity, experiment with new techniques, and engage in collaborative artistic expression. Open to All! No prior experience needed – just bring your enthusiasm! Come unleash your creativity, connect with fellow art lovers, and celebrate the power of innovation through art. We look forward to seeing you there!

What to Expect:

- Creative Freedom – Experiment with different materials and let your imagination lead the way!

- Collaborative Art Project – Contribute to a community artwork that will be displayed on canvas after the event.
- Inspiration & Fun – A relaxed, supportive environment to spark new ideas and celebrate artistic expression.

MUSIC CLUB

Title: Songwriting Workshop: Open to musicians and non-musicians

Come, listen to the instructions, get inspiration and write your own song, poem/spoken word or instrumental music, in a nice moment of creativity. Bring a paper, a pencil, a smartphone and your favorite musical instrument if you have one. Headphones can be useful too.

By **Alexis Kauffmann**

Alexis Kauffmann is a computational linguist and computer scientist. He is the Head of the Computer Science program at Webster Geneva Campus. Apart from his career in Computational Linguistics and Computer Science, is also a singer-songwriter and musician. He has written songs since 2004 for his successive bands: les 3 connards et les 2 autres, Kambé!, and Father's Day and regularly performs them in concert.



Title: Exploring Creativity Through Synths

This workshop is an opportunity to tap into your creativity through synthesizers. No prior musical experience is needed—just curiosity. We'll explore how sound can be shaped and how experimentation leads to unexpected results. Expect a mix of learning, experimenting, and making some glorious noise!

By **Edward Boon**

Edward Boon is a researcher and lecturer in management and marketing at Webster Geneva. When not teaching, he explores the less predictable world of sound. He's a multi-instrumentalist (guitar, bass, drums, keys) who often wishes he had stuck to one instrument. He's most at home with synthesizers, where chaos sometimes turns into music. He firmly believes creativity is a key ingredient in both business and bleeps.

SPORT & VR

Title: Virtual Reality (VR) version of "Eleven Table Tennis" (Ping Pong) Demo

By **Nicolas Champod**

A former player of the Swiss national table tennis team, Nicolas Champod from Geneva excels under the name Swiss11Rally in the virtual reality (VR) version of "Eleven Table Tennis" in which he is currently ranked 2nd in the world out of more than 2 million players. After his table tennis career, during which he won, among other things, 4 Swiss mixed doubles championship titles with Rachel Moret, the Swiss Cup in clubs and reached 350th place in the world rankings, he retrained as a coach. He works at the Bernex club (GE) and is also the coach of the Frenchman Maxime Thomas, bronze medalist at the Tokyo Paralympic Games. At the same time, he is a substitute teacher in primary schools. Alongside his professional commitments, he continues to play in the national league at CTT Bernex.



A STUDENT'S FUNDRAISING EVENT

Title: Innovation Jackpot

An evening of gaming activities raising funds for good. Don't you know any games? Come to the event to learn and enjoy playing with friends. All proceeds will go to the Webster Humanitarian Association Inua Miti project (<https://wha.webster.ch/>).



Webster Humanitarian Association (WHA) is a Swiss registered humanitarian NGO. WHA was founded in November 2009, since then members have organised events, and raised funds for humanitarian aid. WHA is a student led association, aiming to help students build skills and gain practical experience in the field of global humanitarian

affairs. Through the activities of the organization, students and others are challenged to become internationally aware, active, and responsible advocates of human rights.

The Inua Miti Project

Inua Miti, meaning “Raise a Tree” in Swahili, is a humanitarian initiative of WHA, aiming to plant 2000 trees in Narok County, Kenya. Communities in Narok County have been negatively affected by prolonged dry spells and drought. Goals for this project are:

- Carbon Offsetting
- Job Creation
- Food Security
- Air Quality
- Ecosystem Health
- Protection of Farmer’s Water and Soil Quality

GLOBAL CORNERSTONE SEMINAR

Title: GLBC 1200

As part of Creativity and Innovation Days, the first-year students have designed an exciting and immersive game of Mafia (also known as Werewolf) that will challenge your strategic thinking, deception skills, and teamwork! This project is part of a first-year seminar challenge that strengthens teamwork, communication, and critical thinking. The students have worked hard to create an engaging experience—now it’s your turn to play! This event is open to anyone. Come join the fun and put your detective skills to the test!

What to Expect:

- A thrilling live-action Mafia game where players take on roles such as Students, Staff, Faculty, Evil Gorloks, and other special characters;
- A fun and interactive way to engage with fellow students and faculty;
- A chance to test your ability to deceive, detect lies, and strategize.

Supervised by **Julianna Sandholm-Bark**

Julianna Sandholm-Bark

Julianna Sandholm-Bark has over 20 years of experience working in international education, teaching courses in art history, literature, critical thinking and research methods on a regular basis since 2008. As the Head of the Global Citizenship Program since 2017, she oversees the institution's liberal arts curriculum which hosts courses in the humanities, social sciences and natural sciences, and which provides students with a core educational foundation that emphasizes critical thinking skills. From 2018 to 2023, she oversaw the Meet the Artist Lecture and Podcast Series, an educational initiative that brought Geneva's vibrant artistic community to the Webster campus. She has been contributing her expertise in art and education at Geneva's annual art fair artgenève since 2019. A contributor to the "Palgrave Encyclopedia of the Possible," she has presented her work on art, pedagogy and assessment at numerous academic conferences since 2014.



KEYSTONE SEMINAR – INNOVATION AND CREATIVITY

Title: KEYS 4013 – From Imagination to Prototypes

KEYS is the final course in the Global Citizenship Program. It offers students the opportunity of applying their academic experience to an experiential learning project in the form of research, simulation, consulting or case presentation in a designated field. KEYS 4013 is dedicated to innovation and creativity. Students enrolled in this course

work on the development of innovative ideas and their applications. In this session of the Creativity and Innovation Days 2025, students will present the prototypes they created after the groups discussions they had in class.

Supervised by **Francesco Arese Visconti**

Francesco Arese Visconti is the Media Studies program head at Webster Geneva Campus, where he is also the deputy academic director. Arese Visconti focuses his research work on migration processes in Switzerland and Italy. In 2012, he published the book “New World — Stories of African Immigration and Integration in Switzerland.” In 2015, Arese Visconti published two projects on the Italian-Chinese community in Prato entitled “Hidden Identities — The Italian-Chinese Community in Prato” and “We, Prato.” His current work concerns contemporary Italian migration in the Swiss Confederation. Ten images from this research project were exhibited in 2015 at the EXPO in Milan and are part of his PhD in Photography from the University of Westminster in London. In addition to being an archaeologist by training (MA, University of Florence), Arese Visconti is also a member of SIYU (photographie professionnelle suisse), SPECTRUM - Photography in Switzerland, and The IMAGE Research Network.



RPG DESIGN

Title: GAME 2300 – Geneva Creativity and Innovation

Students analyze role-playing games, focusing on the game systems and mechanics that combine to deliver the player experience. Repeated cycles of playtesting, feedback, and revision enables students to hone their design and writing skills as well as the quality of their game. Anyone can attend this playtesting session in ALPS 11 at Webster Geneva Campus!

Supervised by **Cem Koker**

Cem Koker is a seasoned full-stack developer with comprehensive expertise spanning network infrastructure, web technologies and game development. He is a holder of a bachelor's degree in Business Information Technology from the University of Applied Sciences Western Switzerland (HES Geneva). With more than ten years of experience in software development and systems architecture, he co-founded a Swiss IT services company and led mission-critical projects at large scale for the United Nations.

In game development, Cem brings eight years of Unity development experience, creating diverse applications and games for Swiss companies. His portfolio includes traditional games, virtual reality (VR) projects, and therapeutic gaming solutions through his work at GreenCross Studio. His technical expertise spans multiple domains, from enterprise web applications to healthcare solutions, demonstrating versatility in applying both traditional development and game technologies across different platforms and business needs. Most recently at One Fox Studio, he expanded his skillset to include video editing and web development, further broadening his multimedia expertise.

