



Creativity & Innovation Days – 7<sup>th</sup> Edition  
April, 9<sup>th</sup>- 11<sup>th</sup> 2025

**IMAGINATION FORWARD  
FROM REALITY TO A NEW REALITY**

**DAY 1 – Wednesday, April 9<sup>th</sup> 2025**

- 14:30 – 15:00 OPENING REMARKS  
Eric CLICK – Webster Geneva, Academic Director  
Francesco ARESE VISCONTI – Webster Center for Creativity & Innovation,  
Director
- 15:00 – 17:00 ACTIVITY #1  
STUDENTS' WORKSHOP  
Jeanette TANTILLO (Webster Geneva)  
INTL 2100  
*Model U.N.*
- 17:00 – 17:10 COFFEE BREAK
- 17:10 – 18:30 ACTIVITY #2  
WORKSHOP  
Neil GERMAN (Webster Geneva)  
*Imagination and the Dreamworld*
- 18:30 – 20:30 OPENING COCKTAIL &  
PHOTOGRAPHY & ART EXHIBITIONS OPENING  
(GORLOK GALLERY & ART ROOM)  
*Forget-me-not/Nontiscordardime* by Francesco Pennacchio  
*Art Exhibition* by Webster Geneva Art Club

**DAY 2 – Thursday, April 10<sup>th</sup> 2025**

- MORNING SESSION
- 9:00 – 9:30 KEYNOTE SPEAKER  
Vanessa BEHRENS  
Global Innovation Index (WIPO), Project Manager  
*Global Innovation Index: Monitoring Global Innovation and Switzerland's  
Overperformance*
- 9:30 – 10:30 PANEL #1  
Claudia BIGONI (EPFL)  
*From research to reality: my journey creating SaisiR*
- Sean LEAHY (Arizona State University)  
*The future of being human: Navigating complexities and uncertainties in a  
technologically transformed world*

Edward BOON (Webster Geneva)  
*Beyond the Algorithm: Why Human Connection Matters in Marketing*

10:30 – 10:45 Q & A

10:45 – 11:00 COFFEE BREAK

11:00 – 12:00 PANEL #2  
Jeanette TANTILLO (Webster Geneva)  
*Model United Nations as a Catalyst for Creative Problem Solving*

Mario SABA (Webster Geneva)  
*Going Beyond Artificialities: Augmented Intelligence Explained*

Antonio VEZZANI (UNCTAD)  
*Will AI benefit all? The Need for Global Collaboration and Oversight in AI Governance (insights from the Technology and Innovation Report 2025)*

12:00 – 12:30 Q & A

12:30 – 15:00 Lunch Break

AFTERNOON SESSION

15:00 – 15:10 INTRODUCTION  
Julianna SANDHOLM – BARK – Global Citizenship Program, Head

15:10 – 16:40 ACTIVITY #1  
STUDENTS' WORKSHOP  
Petya IVANOVA (Webster Geneva)  
THEA 1080 Studio Acting I  
*Re-Act*

16:40 - 17:00 COFFEE BREAK

17:00 – 18:30 ACTIVITY #2  
STUDENTS' WORKSHOP  
Petya IVANOVA (Webster Geneva)  
ENGL 2150 Creative Writing: Poetry  
*Say It with a Poem*

18:00 – 19:00 ACTIVITY #3  
MUSIC CLUB WORKSHOP  
Edward BOON (Webster Geneva)  
*Synthesizers Composition*  
*Open to musicians and non-musicians*

19:30 – 21:30 EVENT  
IMPROV PERFORMANCE  
The RENEGADE SAINTS  
*Fast. Funny. Made Up.*

## DAY 3 – Friday, April 11<sup>th</sup> 2025

### MORNING SESSION

- 9:00 – 9:30 KEYNOTE SPEAKER  
Margherita GUERRA  
FotoFestival Lenzburg, Director  
*Out in the Sea of Switzerland: The Journey of Creating a Photo Festival Abroad*
- 9:30 – 10:30 PANEL #1  
Clelia PETRACCA (Palgrave Macmillan)  
*Publishing for Academia: Demystifying the Book Publishing Process*
- Julia SADER (Webster Geneva)  
*Can your decision-making be improved with the use of a serious game*
- Zuzana HEVLER (Webster Geneva)  
*Imagination in Investigative Journalism: Thinking Beyond the Known*
- 10:30 – 10:45 Q & A
- 10:45 – 11:00 COFFEE BREAK
- 11:00 – 12:00 PANEL #2  
John PAULRAJ (Geneva Graduate Institute)  
*What's in a picture? Photos and ethnography in unpacking the history of the present*
- Petya IVANOVA (Webster Geneva)  
*Imagination: do we still need it?*
- Yejeong MUTTER (University of Konstanz)  
*Creativity and Beauty: The impact of the mental imagery in artistic composition*
- 12:00 – 12:30 Q & A
- 12:30 – 15:00 Lunch Break
- AFTERNOON SESSION
- 15:00 – 17:30 ACTIVITY #1  
STUDENTS' WORKSHOP  
Julianna SANDHOLM-BARK (Webster Geneva) & Francesco ARESE VISCONTI  
(Webster Geneva)  
GLBC 1200 Global Cornerstone Seminar & KEYS 4013 Keystone Seminar  
*The Werewolf Experience*  
and  
*Creativity and Innovation: From Imagination to Prototypes*
- 17:30 – 20:00 ACTIVITY #2  
A STUDENTS' FUNDRAISING EVENT FOR THE WEBSTER HUMANITARIAN  
ASSOCIATION  
*Innovation Jackpot*
- 17:30 – 19:00 ACTIVITY #3  
MUSIC CLUB WORKSHOP  
Alexis KAUFFMAN (Webster Geneva)

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

17:30 – 19:00 ACTIVITY #4  
VR PING PONG DEMO  
CTT Bernex – VR Ping Pong with Nicolas CHAMPOD

19:00 – 21:30 Barbecue

**Free event  
Registration Required**

The poster features a dark purple background with a glowing lightbulb on the left side. Inside the lightbulb, there are several small, colorful squares (yellow, blue, and orange) and a circuit-like pattern. The text is in white and yellow. The Webster Geneva Campus logo is in the top left. The main title 'Creativity & Innovation Days' is in a large, bold, white font. Below it, the subtitle 'IMAGINATION FORWARD from Reality to a New Reality' is in a smaller, bold, white font. The dates 'April 9-11, 2025' and the location '15, Route de Collex - 1293 - Bellevue' are in a smaller, white font. A QR code is in the bottom right, and the website 'wcci.webster.ch' is in the bottom left. The text 'Register here' is in the bottom center.

**Webster**  
GENEVA CAMPUS

**Creativity & Innovation Days**

**IMAGINATION FORWARD**  
**from Reality to a New Reality**

*April 9-11, 2025*

*15, Route de Collex - 1293 - Bellevue*

[wcci.webster.ch](http://wcci.webster.ch)

Register here

