

PROGRAM AT A GLANCE, CREATIVITY WEEK, 3<sup>rd</sup> EDITION  
SERENDIPITY IN THE CREATIVE PROCESS

IN PARTNERSHIP WITH THE SERENDIPITY SOCIETY AND  
THE INTERNATIONAL SOCIETY FOR THE STUDY OF CREATIVITY AND INNOVATION

WEDNESDAY, 9<sup>th</sup> OF JUNE

ALL TIMES BELOW ARE IN SWISS TIME (Central European Summer Time)

00:00 – 00:45 **Keynote: On uncertainty and its role in creative thought and action**  
Ronald A. Beghetto, Mary Lou Fulton College at Arizona State University, USA

00:45 – 01:45 **Paper presentations**

Margaret E. Webb, Daniel R. Little and Simon J. Cropper (University of Melbourne, Australia) – *Do ‘unusual experiences’ make ‘unusual responses’ seem meaningful? Investigating positive schizotypy underlying creativity as a bias for the prepared mind*  
Dan Harris (RMIT University, Australia) – *Serendipity and the creative random*  
Alistair McCulloch (University of South Australia, Australia) – *Serendipity and doctoral education*

01:45 – 02:45 **Panel: Designing for serendipity**

Danah Henriksen, Mary Lou Fulton College at Arizona State University, USA  
Punya Mishra, Mary Lou Fulton College at Arizona State University, USA

02:45 – 03:45 **Paper presentations**

Mônica Souza Neves-Pereira (University of Brasilia, Brazil) – *Serendipity and creative processes in the educational experience of Black people*  
Asdrúbal Borges Formiga Sobrinho (University of Brasilia, Brazil) – *Good things come to those who wait or to those who work? A discussion about the importance of chance to creativity or vice-versa*  
Takeshi Okada (University of Tokyo, Japan) – *Serendipity and inspiration*

03:45 – 04:30 **Keynote: Who is at the wheel? Intentional serendipity as creative encounter – a decolonised, literary perspective**

Bem Le Hunte, University of Technology Sydney, Australia

04:30 – 05:30 **Panel: Creative giftedness and serendipity in primary and secondary schools**

Connie Phelps, Emporia State University, USA  
Tracy Russman, Olathe West High School, USA  
Kent Hicks, Nelson Elementary School, USA

05:30 – 06:00 **Keynote: Breaking the line: Serendipity and linear, bounded models of creativity**

Wendy Ross, London Metropolitan University, UK

06:00 – 08:00 **Paper presentations**

Gerhard Bruno Erich Lock (Tallinn University, Estonia) – *The unexpected, micro-moment opportunities and serendipity as pedagogical concepts in music, the arts and beyond*

Halima Ahmed, Kata Pauly-Takacs and Anna Abraham (Leeds Beckett University, UK) – *Effects of memory induction on creative thinking in younger and older adults*

Todd Lubart (University of Paris, France) – *Introducing the International Society for the Study of Creativity and Innovation + The Three Princes of Serendip: What's creativity got to do with it?*

Nathalie Bonnardel, Eric Bonetto and Nicolas Pichot (Aix-Marseille University, France) – *Serendipity and judgments of creative productions*

Auguste Dumouilla, Marion Botella, Todd Lubart and Franck Zenasni (University of Paris, France) – *Generate and seizing unexpected professional opportunities, the serendipian creative potential*

08:00 – 08:45 **Keynote: Anatomy of the unsought finding. Serendipity: Origin, history, domains, traditions, appearances, patterns & programmability**

Menko Victor (Pek) van Andel (serendipitologist)

08:45 – 09:30 **Keynote: Creative problem solving in the repugnant kitchen**

Frédéric Vallée-Tourangeau, Kingston University, UK

09:30 – 11:00 **Paper presentations**

Panu Forsman, Soila Lemmetty and Kaija Collin (University of Jyväskylä, Finland) – *Unsustainable creativity*

Eric Rietzschel, Kiki de Jonge and Bernard Nijstad (University of Groningen, the Netherlands) – *A creative idea is a useful idea: Towards a 'Covfefe' model of creativity*

Martin Sand (TU Delft, the Netherlands) and Karin Jongasma (UMC Utrecht, the Netherlands) – *Scientists' views on (moral) luck*

Thomas Baruzzi (University of Edinburgh, UK) and Joseph Corneli (Hyperreal Enterprises, Ltd.) - *Looking for Serendip, Feeling Zembla*

11:00 – 12:30

**Panel: Chance encounters in media** with Ana Janeiro (Lisbon Polytechnic, Portugal) and Cecilia Zoppelletto (University of Westminster, UK)

Moderator: Francesco Arese-Visconti, Webster University Geneva

**Keynote: Chance encounters and *Dreams of A Life* (Carol Morley, 2011)**

Margherita Sprio, University of Westminster, UK

- 12:30 – 13:15 **Keynote: Making my own luck: Creative professionals' 'serendipity strategies' and their implications for creative practice**  
Stephann Makri, City, University of London, UK
- 13:15 – 14:45 **Workshop: Improvised comedy: Creativity at play**  
Samuel Lagier, Switzerland
- 14:45 – 15:45 **Meet the Artist**  
Jan Van Mol (Addictlab)  
Moderator: Julianna Sandholm-Bark, Webster University Geneva
- 15:45 – 17:00 **Panel: Creativity and serendipity in film making and viewing of the short documentary *Freedom Dance* (Steven Fischer, Craig Herron, 2007)**  
Panelists: Steven Fischer (film maker), Francesco Arese-Visconti (Webster University Geneva), Wendy Ross (London Metropolitan University, UK), Vlad Glaveanu (Webster University Geneva, Switzerland)
- 17:00 – 18:00 **Panel: Chance encounters in art and nature** with Franziska Lauber, James Lang and Asthildur Jonsdottir  
Moderator: Julianna Sandholm-Bark, Webster University Geneva
- 18:00 – 19:00 **Keynote: Happy accidents in the visual arts – Examining the intersection between design and craft with chance and accident**  
Alan J Lawson (artist)
- 19:00 – 20:00 **Paper presentations**
- Sarah Campbell (University of Exeter, UK) – *Process over Product: Valuing open-ended creative practice and interdisciplinary collaboration*  
Juan Du (Metanoia Institute, UK) – *Exploring integrating mindfulness Chinese calligraphy Enhanced Therapy (CCET) as a complementary psychotherapy to bridge underrepresented Chinese clients in the UK*  
Giovanni Emanuele Corazza (University of Bologna, Italy) – *Divergent creativity estimation: The home of serendipity*
- 20:00 – 20:45 **Keynote: Whose mind is prepared? Taking note of the intersections between skills, wisdom, fortune and chance in serendipity stories**  
Samantha Copeland, TU Delft, the Netherlands
- 20:45 – 21: 45 **Panel: From Surprising to Inquiry: To which extent does serendipity open the doors to creative abduction?**  
Panel chair: Mariana Vitti Rodrigues, State University of São Paulo, Brazil  
Renata Silva Souza, State University of São Paulo, Brazil  
Ricardo Peraça Cavassane, University of Campinas, Brazil

21:45 – 22:45 **Paper presentations**

Andreia Valqueresma & Joaquim Luís Coimbra (Faculty of Psychology and Education, University of Porto, Portugal) – *Creative (un)certainties: Agency and fortuity in defining new paths to complexity in contemporary education*

Michael Hanchett Hanson (Teachers College, Columbia University, USA) - *Attention, serendipity, creativity*

Zorana Ivcevic (Yale University, USA) – *Making creativity happen: Serendipity in transforming ideas into products*

22:45 – 23:15 **Keynote: What's 'inside' the prepared mind?**

Vlad Glaveanu, Webster University Geneva, Switzerland

23:15 – 00:00 **Keynote: Transforming uncertainty into opportunity: The science of serendipity as a tool for innovation and impact in a fast-changing world**

Christian Busch, New York University, USA