PROGRAM
CREATIVITY WEEK, 3rd EDITION (GENEVA)

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

Monday, 7th of June

14:30 – 16:30 Workshop: Improvised comedy: Creativity at play
Dr. Samuel Lagier, Switzerland

17:00 – 17:15 Welcome
Dr. Clementina Acedo, Director, Webster University Geneva
Dr. Vlad Glaveanu, Director of the Webster Center for Creativity and Innovation
Dr. Wendy Ross and Dr. Samantha Copeland, Serendipity Society

17:15 – 18:15 Panel: Serendipity in the creative process
Dr. Samantha Copeland, TU Delft, the Netherlands
Dr. Bel Le Hunte, University of Technology Sydney, Australia
Prof. Ronald A. Beghetto, Arizona State University, USA
Moderator: Vlad Glaveanu, Webster University Geneva, Switzerland and Wendy Ross, London Metropolitan University

18:15 – 19:00 Keynote: On uncertainty and its role in creative thought and action
Prof. Ronald A. Beghetto, Pinnacle West Presidential Chair and Professor at Arizona State University, USA

Tuesday, 8th of June

09:30 – 10:15 Invited talk: ‘Whose mind is prepared? Taking note of the intersections between skills, wisdom, fortune and chance in serendipity stories’ by Dr. Samantha Copeland, TU Delft, the Netherlands

10:15 – 10:30 Coffee break (on Gather)

10:30 – 12:30 Conference presentations

12:30 – 14:00 Lunch break

In collaboration with the Swiss-Chinese Chamber of Commerce and the Swiss Centers, the Walker School of Business & Technology at Webster University Geneva is pleased to invite you to a conference section on Artificial intelligence: Will China create the breakthrough?

14:00 – 14:15 Welcome and introduction (Dr. Dominique Jolly, Chair of Walker School of Business & Technology, Webster University Geneva)
14:15 – 15:30 Workshop: Can machine learning be a creative tool? by Dr. Claude Chaudet, Webster University Geneva
15:30 – 16:45 **Workshop: Can China be creative?** by Workshop run by Prof. Georges Haour, IMD, Switzerland

Experts:
- Linda Chang, Manager GL Investment
- Richard Francis, Europe-Asia Connectivity Research & Business Development
- Philippe Laurent, Professor at School of Management (Fribourg) and Webster University Geneva
- Olivia Linossier, President Eurasia Industries Group
- Philippe Monnier, Director of Wayray
- Zhen XIAO, CEO Swiss Center China

17:00 – 18:00. **Panel on “Creativity x China x AI”**
- Alexandre Gaillard, CEO InvestGlass
- Li Jiawen, Visiting Researcher, Institut Confucius de l’Université de Genève
- Fiorenzo Manganiello, Advisory Board Member, Lian Group
- Basile Zimmermann, Professor, Institut Confucius
- Moderator: Dr. Dominique Jolly, Chair School of Business & Technology, Webster University Geneva

18:00 – 19:00. **Keynote speaker: Anatomy of the unsought finding. Serendipity: Origin, history, domains, traditions, appearances, patterns & programmability**
- Menko Victor (Pek) van Andel (serendipitiologist)

**Wednesday, 9th of June**

09:30 – 10:15 **Invited talk:** ‘Who is at the wheel? Intentional serendipity as creative encounter – a decolonised, literary perspective’ by Dr. Bel Le Hunte, University of Technology Sydney, Australia

10:15 – 10:30 Coffee break (on Gather)

10:30 – 12:30 **Conference presentations**

12:30 – 14:00 Lunch break

14:00 – 15:15 **Workshop ‘Experimenting with chance and coincidence’** by Jan Van Mol (Addictlab), Part I

15:15 – 15:30 Coffee break

15:30 – 16:45 **Workshop ‘Experimenting with chance and coincidence’** by Jan Van Mol (Addictlab), Part II

17:00 – 18:00. **Panel on “Chance encounters in art and nature”** with Franziska Lauber, James Lang and Asthildur Jonsdottir
- Moderator: Dr. Julianna Sandholm-Bark, Webster University Geneva
18:00 – 19:00. **Keynote speaker: Happy accidents in the visual arts – Examining the intersection between design and craft with chance and accident**
   Alan J Lawson (artist)

19:00 – **Networking reception**

**Thursday, 10th of June**

09:30 – 10:15 **Invited talk:** ‘Creative problem solving in the repugnant kitchen’ by Prof. Frédéric Vallée-Tourangeau, Kingston University, UK

10:15 – 10:30 Coffee break (on Gather)

10:30 – 12:30 **Conference presentations**

12:30 – 12:45 Coffee break

12:45 – 13:30 **Invited talk:** ‘Transforming uncertainty into opportunity: The science of serendipity as a tool for innovation and impact in a fast-changing world’ by Christian Busch, New York University, USA

12:30 – 14:00 Lunch break

17:00 – 18:00. **Panel on “Chance encounters in media”** with Athena Carey and Dr. Cecilia Zoppelletto
   Moderator: Francesco Arese-Visconti, Webster University Geneva

18:00 – 19:00. **Keynote speaker: Chance encounters and Dreams of A Life (Carol Morley, 2011)**
   Dr. Margherita Sprio, University of Westminster, UK

19:00 – **Networking reception**

**Friday, 11th of June**

09:30 – 10:15 **Invited talk:** ‘Making my own luck’: Creative professionals’ ‘serendipity strategies’ and their implications for creative practice’ by Dr. Stephann Makri, City, University of London, UK

10:15 – 10:30 Coffee break (on Gather)

10:30 – 12:30 **Conference presentations**

12:30 – 15:00 Lunch break

15:00 – 15:30 Viewing of the short documentary *Freedom Dance* (2007)
   Directors: Steven Fischer, Craig Herron
   Writer: Steven Fischer
   Stars: Mariska Hargitay, Ede Hilbert, Judy Hilbert
15:30 – 17:00 Panel discussion with Steven Fischer (film maker), Dina Ionesco (International Organization for Migration), Dr. Julianna Sandholm-Bark (Webster University Geneva), Francesco Arese-Visconti (Webster University Geneva)
Moderator: Dr. Vlad Glaveanu, Webster University Geneva, Switzerland

17:00 – 18:00 – Reception and closing