

CREATIVITY WEEK 2021: SERENDIPITY IN THE CREATIVE PROCESS

Monday, June 7th through Friday June 11th 2021

Hybrid Event: [Zoom](#) and Webster University Geneva Campus

After the success of the first two editions of Creativity Week in 2018 and 2019, this year's event is jointly organized by the [Webster Center for Creativity and Innovation](#) (WCCI), the [Serendipity Society](#) and the [International Society for the Study of Creativity and Innovation](#) (ISSCI). This Week's overarching theme will be **creativity with a focus on luck, accident, chance and the prepared mind.**

The confirmed keynotes and invited speakers so far are **Ron Beghetto** (Arizona State University, USA), **Samantha Copeland** (TU Delft, the Netherlands), **Bel Le Hunte** (University of Technology Sydney, Australia), **Alan Lawson** (independent artist), **Margherita Sprio** (University Of Westminster, UK), **Frédéric Vallée-Tourangeau** (Kingston University, UK) and **Stephann Makri** (City, University of London, UK).

The Creativity Week will include a **conference** in the morning, **workshops** in the afternoon, **panel discussions** and **keynotes** early evening.

This year's event will showcase creativity, innovation and serendipity in six main areas – psychology, education, business, art, media, and society – each one with a dedicated day within the week.

You will find below:

- the [Program at a Glance](#)
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- the [Program of the Event](#) (without the information about conference papers, in the morning)
- the detailed [Program of the Conference](#)
- the [Book of Abstracts](#) (for all the presentations)

This event is free and open to the public but registration is mandatory

Click [HERE](#) to register.

Head over to [our website](#) for all the details!

Thank you !

The organizing committee for the Creativity Week: **Vlad Glaveanu**, Webster University Geneva, Switzerland; **Wendy Ross**, London Metropolitan University, UK; **Dominique Jolly**, Webster University Geneva, Switzerland; **Francesco Arese Visconti**, Webster University Geneva, Switzerland; **Julianna Sandholm-Bark**, Webster University Geneva, Switzerland; **Oreste Foppiani**, Webster University Geneva, Switzerland.

The organizing committee for the conference: **Wendy Ross**, London Metropolitan University, UK; **Vlad Glaveanu**, Webster University Geneva, Switzerland; **Samantha Copeland**, TU Delft, the Netherlands.



**Webster Center
for Creativity &
Innovation**



**Webster
UNIVERSITY**

Geneva

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From: [Ilene Serlin](#)

Dear colleagues,

Please see below details about a creativity event that could be of interest (as it is also online). Do note that the times are in Central European Time.

Best wishes,
Vlad

Begin forwarded message:

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From: Events - Webster University Geneva <events@webster.ch>

Date: 19 April 2021 at 17.26.05 CEST

To: Vlad Glaveanu <glaveanu@webster.ch>

Subject: Creativity Week 2021: Serendipity in the Creative Process

Reply-To: Events - Webster University Geneva <events@webster.ch>