



## Cream, un progetto europeo per stimolare la creatività

7/3/2014

Potrebbe essere un toccasana anche per **la pubblicità** l'iniziativa della Commissione Europea dal titolo *Creativity Enhancement through Advanced brain Mapping and stimulation*, che mira a sviluppare e utilizzare le nuove tecnologie di mappatura del cervello per identificare le principali attività mentali relative al processo di pensiero creativo nei settori scientifici e artistici. Il coordinamento del progetto che coinvolge diverse università europee, tra le quali quella di Bologna e la Fondazione Guglielmo Marconi, è stato affidato all'agenzia inglese **Engine**.



La **Commissione Europea** ha avviato uno studio pan-europeo chiamato '*Cream*' su come stimolare la creatività. Un'iniziativa che potrebbe certamente influire positivamente su tutte le discipline che chiamano in causa il pensiero creativo, in primis la pubblicità.

Il progetto è stato affidato all'agenzia inglese **Engine** che avrà il compito di coordinare il progetto internazionale.

L'iniziativa coinvolge diversi istituti in vari Paesi europei, compresa l'Italia con **l'Università di Bologna e la Fondazione Guglielmo Marconi**. Inoltre, sono parte del progetto anche il Goldsmiths 'College (UK), Medizinische Universitaet Wien (Austria), Guger Technologies ( Austria) e la Universidad de la Laguna (Spagna).

Il progetto CREAM (Creativity Enhancement through Advanced brain Mapping and stimulation) mira a sviluppare e utilizzare le nuove tecnologie di mappatura del cervello per identificare le principali attività mentali relative al processo di pensiero creativo nei settori scientifici e artistici.

L'obiettivo principale dell'agenzia sarà quello di fornire un aiuto pratico nell'applicare le evidenze dello studio nel mondo reale.

**Pete Edwards** Chief strategy officer Engine ha dichiarato: "La creatività è un asset di rilievo, e la possibilità di esplorare modi nuovi e innovativi per migliorarla è molto eccitante. Questo progetto ci consente un nuovo approccio a ciò che stimola la mente creativa, e potrebbe fornire risposte nuove che possono influenzare positivamente le modalità future con cui le persone e le imprese penseranno e agiranno".

Certamente anche la creatività in pubblicità ne potrebbe beneficiare.

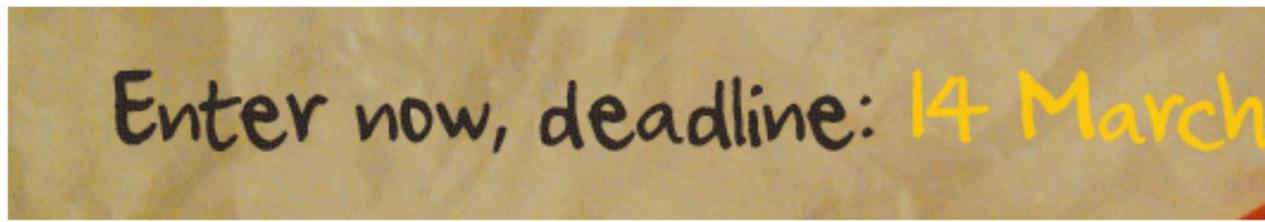
**Roberto Guerrieri**, responsabile del progetto e professore presso l'Università di Bologna, ha affermato: "Questo è un progetto con grandi potenzialità di intraprendere un percorso innovativo".

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# Engine appointed by European Commission to map what brain activity stimulates creativity

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Engine has been appointed to work on a European Commission-funded project, which aims to use new brain mapping technologies to identify the main brain activities related to the creative thinking process in the scientific and artistic domains.



Entitled CREAM (Creativity Enhancement through Advanced brain Mapping and stimulation), the appointment will see Engine work with six renowned research institutions, with the agency to provide practical expertise to help researchers define and test the various stimulus and training methods.

Pete Edwards, the chief strategy officer of Engine, said: "Creativity is such an important asset, and the opportunity to explore new and innovative ways of enhancing it is very exciting. This project allows us to take a fresh look at what stimulates the creative mind, and could prove to throw up some answers that may significantly impact the way people and businesses think and act in the future."

The first stage of the research will look to determine the best ways to benchmark creativity, while stage two will seek to explore possible new ways to enhance and embed levels of creativity in individuals.

Roberto Guerrieri, project lead and professor at the University of Bologna, said: "This is a project with path-breaking potential and we are delighted to have Engine, a natural home ground of creativity, providing their expertise."

Approaches are expected to include cognitive methodologies to measure the creative process, different brain mapping techniques, such as functional magnetic resonance imaging and electroencephalography, as well as different stimulation procedures including trans-cranial stimulation.

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## Engine nets EC creativity brief

Thursday, March 6, 2014, 10:03

News

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Engine Group, home to Partners Andrews Aldridge and Fuel, has been appointed to work on a 3-year project funded by the European Commission to explore new ways to stimulate creativity through "brain power".

The EC has identified creativity as an essential driver for cultural diversity in Europe, with the creative industries employing millions of people across the EU and contributing a substantial share to the economy.

As part of the brief Engine will work with six internationally-renowned Research Institutions, including Università di Bologna (Italy),

Fondazione Guglielmo Marconi (Marconi Institute for Creativity, Italy), Goldsmiths' College (UK), Medizinische Universitaet Wien (Austria), Guger Technologies (Austria) and the Universidad de la Laguna (Spain).

The project, entitled Cream (creativity enhancement through advanced brain mapping and stimulation), aims to develop new brain mapping technologies to identify the main brain activities related to the creative thinking process in the scientific and artistic domains.

It will at first look to determine the best ways to benchmark creativity, and identify the most effective ways for it to be measured both in art and science.

Phase two of the project will then explore possible new ways to enhance and embed levels of creativity in individuals, using various forms of stimulation and training techniques devised by the research teams.

Approaches will include several cognitive methodologies to measure the creative process, different brain mapping techniques, as fMRI and EEG, and different stimulation procedures, e.g., trans-cranial stimulation.

Engine will provide practical expertise to help researchers define and test the various stimulus and training methods, as well as helping to establish and understand how the techniques can be applied successfully to the real world/end user environment.

Engine chief strategy officer Pete Edwards said: "Creativity is such an important asset, and the opportunity to explore new and innovative ways of enhancing it is very exciting. This project allows us to take a fresh look at what stimulates the creative mind, and could prove to throw up some answers that may significantly impact the way people and businesses think and act in the future."

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## UK's Engine wins pan-European creative CREAM project

Posted by: Stephen Foster in News 7 days ago 0

UK marcoms company Engine is building up quite a public sector business; it's already one of the UK government's favoured agencies and now it has been appointed by the European Commission to co-ordinate a study into stimulating creativity.



As part of the brief Engine will work with six research institutions, including Università di Bologna (Italy), Fondazione Guglielmo Marconi (Marconi Institute for Creativity, Italy), Goldsmiths' College (UK), Medizinische Universitaet Wien (Austria), Guger Technologies (Austria) and the Universidad de la Laguna (Spain).

The CREAM project (Creativity Enhancement through Advanced brain Mapping and stimulation) aims at developing and using new brain mapping technologies to identify the main brain activities related to the creative thinking process in the scientific and artistic domains.

Engine's main job is provide practical help and explore ways the findings can be employed in the real world.

Engine chief strategy officer Pete Edwards says: "Creativity is such an important asset, and the opportunity to explore new and innovative ways of enhancing it is very exciting. This project allows us to take a fresh look at what stimulates the creative mind, and could prove to throw up some answers that may significantly impact the way people and businesses think and act in the future."

Roberto Guerrieri, project lead and a professor at the University of Bologna, says: "This is a project with path-breaking potential and we are delighted to have Engine, a natural home ground of creativity, providing their expertise."

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Stephen is a former editor of Marketing Week and London Evening Standard advertising columnist. He wrote City Republic for Brand Republic and is a partner in communications consultancy The Editorial Partnership.

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### Agency appointed to major pan-European creative research project



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Engine will provide practical expertise to help researchers define and test the various stimulus and training methods, as well as helping to establish and understand how the techniques can be applied successfully to the real world/end user environment.

CREAM is a European Commission project funded under the 7th Framework Programme. The European Commission has identified creativity as an essential driver for cultural diversity in Europe, with the creative industries employing millions of people across the EU and contributing a substantial share to the economy.

Indeed in 2007 the organization implemented the European Agenda for Culture, an initiative that encourages the national authorities, the cultural sector and EU institutions to jointly promote creativity and innovation in new and improved ways.

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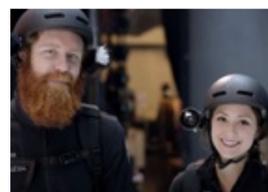
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