



MIC Conference



Marconi Prize

BOLOGNA 2013

SEPTEMBER 29 - OCTOBER 1

PROGRAM

Sunday SEPTEMBER 29

10.00	CONFERENCE OPENING - Giovanni E. Corazza (<i>Marconi Institute for Creativity</i>) - David Payne (<i>Marconi Society</i>) - Dario Braga (<i>University of Bologna</i>) - Tiziana Ferrari (<i>Unindustria</i>)
10.30	KEYNOTE SPEECH - Martin Cooper (<i>Marconi Society</i>) Wireless Communications - Driver for Innovation
11.00	COFFEE BREAK
11.15	SESSION 1 - Creativity in Art, Design, and Science
	<u>T. Rappaport & A. Chowdher</u> <i>Marconi Society</i> Opening remarks
	<u>T. Lubart & M. Bottella</u> <i>Laboratoire Adaptation, Travail et Individu, LATI, U. Paris Descartes</i> Creative processes: Art, Design and Science
	<u>J. Journeaux & J. Mottram</u> <i>Coventry School of Art & Design, Coventry U.</i> Creativity and Art Education: gaps between theories and practices
	<u>C. Kirsch¹, C. Houssemand¹, & T. Lubart²</u> <i>¹EMACS (Educational measurement and applied cognitive science) U. Luxemburg; ²LATI (Laboratoire Adaptations, Travail, Individu), U. Paris Descartes</i> Creativity in Architects: Multivariate Approach
	<u>P. L. Halstrøm</u> <i>The Royal Danish Academy of Fine Arts, School of Design (KADK)</i> Topoi as a tool for exploring ideas and arguments in a design process
12.45	LUNCH
14.00	SESSION 2 - Social aspects of creativity
	<u>V. Cerf & G. deValicourt</u> <i>Marconi Society</i> Opening remarks
	<u>S. V. Sgourev</u> <i>ESSEC Business School</i> Brokerage as Catalysis: Diaghilev's Ballets Russes or the "Other" Russian Revolution

<p>G. Cattani¹, S. Ferriani², & P. Allison³ ¹Stern School of Business; ²Department of Management, U. of Bologna; ³Sociology Department, U. of Pennsylvania</p>	<p>The Social Structure of Creative Rewards: Evidence From the Hollywood Film Industry</p>
<p>R. Corso¹, D. Wood², & C. Bilsborow² ¹School of Art, Architecture and Design, U. of South Australia; ²School of Comm. International Studies and Languages, U. South Australia</p>	<p>'Ingenium': An Online Tool for Facilitating Creative Problem Solving in Higher Education</p>
<p>K. Milner Department of Psychology, U. of the Witwatersrand</p>	<p>Innovation labs for creating societal innovation prototypes: An analysis of participants' experiences</p>
<p>O. Chesnokova¹ & E. Subbotsky² ¹Moscow State U., Faculty of Psychology, Dept. of Developmental Psychology; ²Lancaster University</p>	<p>Social creativity in primary-school children: how to measure, develop and accept it</p>

15.40

COFFEE BREAK

16.00

SESSION 3 - Stimulating creativity in education

<p>D. Michalopoulos & E.Yaakobi Marconi Society</p>	<p>Opening remarks</p>
<p>C. Burnett¹, J. F. Cabra¹, & A. Burnett² ¹International Center for Studies in Creativity Buffalo State, Buffalo, NY; ²KnowInnovation Ltd, United Kingdom</p>	<p>Towards Frictionless Collaboration: Teaching Creativity in a 3D Virtual World</p>
<p>N. Becattini & G. Cascini Politecnico Di Milano - Dipartimento di Meccanica</p>	<p>Improving Self-Efficacy in Solving Inventive Problems with TRIZ</p>
<p>A. Margalio¹ & S. Kreitler² ¹Achva Academic College, Israel; ²Department of Psychology, Tel Aviv U.</p>	<p>A new approach to promoting creativity in 11-14 year-old children</p>
<p>E. Subbotsky Lancaster University</p>	<p>The Impossible as Stimulator of Creativity in Children</p>
<p>C. Zhou & P. Valero Department of Learning and Philosophy, Aalborg U.</p>	<p>A Comparison on Group Creativity in Science and Engineering Education between Denmark and China</p>

19.00

WELCOME COCKTAIL

MONDAY SEPTEMBER 30

9.00 **KEYNOTE SPEECH**
- David Payne (*Marconi Society*) Creating the future of the Optical Internet

9.30 **KEYNOTE SPEECH**
- Mark Runco (*U. of Georgia*) The Role of Creativity Measurement
in Efforts to Support Invention

10.00 **COFFEE BREAK**

10.30 **SESSION 4 - *The Science of Creativity***

F. Faggin & 2013 Young Scholars
Marconi Society Opening remarks

B. A. Hennessey¹ & M. W. Watson² One Step Forward, Two Steps Back:
¹*Dep. of Psychology, Wellesley College;* What Would a De-Fragmentation
²*Dep. of Psychology, Brandeis U.* of the Creativity Field Entail?

K. Dorniak-Wall & D. Cropley A Review of Integrated Approaches
School of Engineering, U. of South Australia to the study of Creativity

V. P. Glăveanu The Paradigm of Distributed Creativity:
Int. Centre for the Cultural Psychology A Cultural Psychological Perspective
of Creativity (ICPC), Aalborg U.

A. P. Walton & J. H. Deacon Creativity and a human dichotomy:
U. of South Wales Individual or part of a team?

S. Agnoli¹, L. Franchin², Exploring the relationship between
E. Rubaltelli², & G.E. Corazza^{1,3} personality traits and divergent
¹*Marconi Institute for Creativity;* ²*Dep. of thinking: an eye-movement analysis*
Developmental and Socialization Psychology,
U. of Padova; ³*Dep. of Electrical, Electronic,*
and Inf. Engineering, U. of Bologna

12.30 **LUNCH**

14.00 **SESSION 5 - *Inside the Creative Mind***

A. Chraplyvy & J. Kakande Opening remarks
Marconi Society

Cinse Bonino Interplaying Consciously with Neurons,
Division of Com. & Creative Media, Center for Cognition, and Creativity
Instructional Practice, Champlain College

**E. Miglietta¹, G. Brighetti¹,
& J. Bhattacharya²**
¹*Dep. of Psychology, U. of Bologna;* ²*Dep. of Psychology, Goldsmiths, U. of London*

Unconscious Thoughts, Wandering Minds in Creative Brains?

R. Patalano
Dip. Di Studi delle Istituzioni e dei Sistemi Territoriali, U. Parthenope; Dip. di Psicologia Dinamica e Clinica, U. La Sapienza

From the cradle to society. 'As-if' thinking as a matrix of creativity.

S. Jacobovici
Creative Arts Psychotherapist

Metaphor as the Language of Creative Thinking

D. Le¹, D. H. Cropley², & M. Murphy²
¹*School of Psychology, Social Work and Social Policy, U. of South Australia;* ²*School of Engineering, U. of South Australia*

Examining the relationship between mental health, creative thought, and optimism

J. von Thienen & C. Meinel
Hasso Plattner Institute, HPI, U. of Potsdam

Tele-BoardMED: Supporting Creative Problem Solving in Psychotherapy

16.00

COFFEE BREAK

16.20

SESSION 6 - *Stimulating and measuring creativity*

R. Tkach & H. Zou
Marconi Society

Opening remarks

G. Cattani¹, M. Colucci², & S. Ferriani²
¹*Stern School of Business, New York U.;* ²*Dep. of Management, U. of Bologna*

Core-periphery Dynamics: Creative Trajectories in the Field of Fashion

**A. J. Purvis, D. Cropley,
M. Dollard, & M. Murphy**
*Defence and Systems Institute,
U. of South Australia*

What are the effects of plants in an organizational setting on employee affect and creative behaviour?

S. Yin Lin & I-H. Chen
*Institute of Human Resource Management,
National Sun Yat-Sen U.*

Does Physical Work Environment Supports Creativity? The Role of Positive Affect

S. Bai, Li Qu & C. Seng Tan
Nanyang Techn. U., Div. of Psychology

Developing a New Assessment of Creativity: A Pilot Study

G. Fürst^{1,2} & T. Lubart¹
¹*U. of Paris Descartes;* ²*Distance Learning U.*

The measurement of creativity: Consensual assessment technique and divergent thinking tasks

TUESDAY OCTOBER 1

9.00

SESSION 7 - *Creativity in Engineering and Science*

<u>D. H. Cropley</u> <i>School of Engineering, U. of South Australia</i>	Creativity in Engineering
<u>F. Pachet, P. Roy, & F. Ghedini</u> <i>Sony Computer Science Laboratories</i>	Creativity through Style Manipulation: the Flow Machines project
<u>D. Jensen¹ & A. Surovek²</u> <i>¹Industrial Engineering and Engineering Management; ²Civil Engineering Management, South Dakota School of Mines and Technology</i>	Using Competition to Examine Engineering Creativity in Team Design
<u>M. K. Kaiser, H. Hashemi Farzaneh, & U. Lindemann</u> <i>Inst. of Product Development, Mechanical Engineering Technische U. München</i>	Creating innovative solution ideas using biology

10.20

COFFEE BREAK

10.40

MARCONI SYMPOSIUM - *Telecommunications as a driver for innovation*

LIVE STREAMING ON www.mic-conference.org AND www.telecomitalia.com

<u>Alberto Vacchi</u> <i>Unindustria President</i>	Welcoming Remarks
<u>Giovanni E. Corazza</u> <i>Marconi Institute for Creativity, University of Bologna</i>	Introduction: Guglielmo Marconi, The Inventor
<u>Vint Cerf</u> <i>Marconi Society</i>	The Marconi Society: Celebrating Inventive Thinking and Entrepreneurship
<u>Neelie Kroes</u> <i>Vice-President of the European Commission</i>	Digital Agendas and Innovation
<u>Franco Bernabé</u> <i>Telecom Italia CEO, GSMA President</i>	Creative Thinking for Telecom Operators
<u>John Cioffi</u> <i>Marconi Society</i>	Software Defined Access Networks: Telecom's New Competitive Unbundling
<u>Martin Cooper</u> <i>Marconi Society</i>	How the Cell Phone was Invented
<u>Gabriele Falciasacca</u> <i>Fondazione Guglielmo Marconi</i>	Closing Remarks

13.00 LUNCH

14.00 **SESSION 8 - *The melody of creativity***

S. Rahman¹, K. Christensen¹,
H. J. Jensen¹, & J. Bhattacharya²
¹*Inst. for Mathematical Sciences, Imperial
College London;* ²*Dep. of Psychology,
Goldsmiths, U. of London*

Musical Creativity: an EEG, behavioural,
performer and assessor study of cognitive
brain states during piano performance

J. Collange, X. Caroff, & J. L. Tavani
*Laboratoire Adaptations Travail-
Individu, U. Paris-Descartes*

How much for this original music?
The role of creativity and personality
on the music market value

M. Antović
*Dep. of English and Cognitive
Science Center, U. of Niš*

Conceptual Blending and the Emergence
of Music Theory: Towards Some
Constraints on Musical Creativity

C. Sintoni
U. of Bologna, Dep. of the Arts

Music Listening, Composition
and Performance: An Experience
of Creativity for Education

P. Diotaiuti¹ & S. Mancone²
¹*Dip. di Scienze Umane, Sociali e della Salute. U.
degli Studi di Cassino;* ²*U. Telematica Pegaso*

Self-regulatory skills and
Creative performance

16.00 COFFEE BREAK

16.20 **SESSION 9 - *Education for the gifted***

N. Shumakova
*Psychological Inst. RAE, Moscow State
U. of Psychology and Education*

Divergent creativity in the
10-year students

E. Shcheblanova
Psychological Inst., Russian Academy of Education

Effect of Intelligence on Creativity
in Gifted Secondary Students

S. Petrova
Moscow State U. of Psychology & Education

Psychological Characteristics of Gifted
Adolescents with Different Levels of
Verbal and Nonverbal Creative Abilities

E. Belova
Psychological Inst. of Russian Academy of Education

Creative and intellectual
development of preschool gifted
children with speech difficulties

19.00 GALA DINNER – *Marconi Prize*

WE WOULD LIKE TO THANK



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



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UNIVERSITÀ DI BOLOGNA
DEPARTMENT OF ELECTRICAL, ELECTRONIC
AND INFORMATION ENGINEERING "GUGLIELMO MARCONI"



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