



# MIC Conference



# Marconi Prize

BOLOGNA 2013

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SEPTEMBER 29 - OCTOBER 1

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PROGRAM

# Sunday SEPTEMBER 29

10.00

## CONFERENCE OPENING

- Giovanni E. Corazza (*Marconi Institute for Creativity*)
- David Payne (*Marconi Society*)
- Dario Braga (*University of Bologna*)
- Tiziana Ferrari (*Unindustria*)

10.30

## KEYNOTE SPEECH

- Martin Cooper (*Marconi Society*) Wireless Communications - Driver for Innovation

11.00

## COFFEE BREAK

11.15

## SESSION 1 - *Creativity in Art, Design, and Science*

T. Rappaport & A. Chowdher  
*Marconi Society*

Opening remarks

T. Lubart & M. Bottella  
*Laboratoire Adaptation, Travail et Individu, LATI, U. Paris Descartes*

Creative processes: Art, Design and Science

J. Journeaux & J. Mottram  
*Coventry School of Art & Design, Coventry U.*

Creativity and Art Education: gaps between theories and practices

C. Kirsch<sup>1</sup>, C. Houssemand<sup>1</sup>, & T. Lubart<sup>2</sup>  
*<sup>1</sup>EMACS (Educational measurement and applied cognitive science) U. Luxemburg; <sup>2</sup>LATI (Laboratoire Adaptations, Travail, Individu), U. Paris Descartes*

Creativity in Architects:  
Multivariate Approach

P. L. Halstrøm  
*The Royal Danish Academy of Fine Arts, School of Design (KADK)*

Topoi as a tool for exploring ideas and arguments in a design process

12.45

## LUNCH

14.00

## SESSION 2 - *Social aspects of creativity*

V. Cerf & G. deValicourt  
*Marconi Society*

Opening remarks

S. V. Sgourev  
*ESSEC Business School*

Brokerage as Catalysis: Diaghilev's Ballets Russes or the "Other" Russian Revolution

<p>G. Cattani<sup>1</sup>, S. Ferriani<sup>2</sup>, &amp; P. Allison<sup>3</sup>  <sup>1</sup>Stern School of Business; <sup>2</sup>Department of Management, U. of Bologna; <sup>3</sup>Sociology Department, U. of Pennsylvania</p>	<p>The Social Structure of Creative Rewards: Evidence From the Hollywood Film Industry</p>
<p>R. Corso<sup>1</sup>, D. Wood<sup>2</sup>, &amp; C. Bilsborow<sup>2</sup>  <sup>1</sup>School of Art, Architecture and Design, U. of South Australia; <sup>2</sup>School 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. Chesnokova<sup>1</sup> &amp; E. Subbotsky<sup>2</sup>  <sup>1</sup>Moscow State U., Faculty of Psychology, Dept. of Developmental Psychology; <sup>2</sup>Lancaster 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 &amp; E.Yaakobi          Marconi Society</p>	<p>Opening remarks</p>
<p>C. Burnett<sup>1</sup>, J. F. Cabra<sup>1</sup>, &amp; A. Burnett<sup>2</sup>  <sup>1</sup>International Center for Studies in Creativity Buffalo State, Buffalo, NY; <sup>2</sup>KnowInnovation Ltd, United Kingdom</p>	<p>Towards Frictionless Collaboration: Teaching Creativity in a 3D Virtual World</p>
<p>N. Becattini &amp; G. Cascini          Politecnico Di Milano - Dipartimento di Meccanica</p>	<p>Improving Self-Efficacy in Solving Inventive Problems with TRIZ</p>
<p>A. Margalio<sup>1</sup> &amp; S. Kreitler<sup>2</sup>  <sup>1</sup>Achva Academic College, Israel; <sup>2</sup>Department 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 &amp; 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***

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F. Faggin & 2013 Young Scholars  
*Marconi Society* Opening remarks

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

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

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

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

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S. Agnoli<sup>1</sup>, L. Franchin<sup>2</sup>, Exploring the relationship between  
E. Rubaltelli<sup>2</sup>, & G.E. Corazza<sup>1,3</sup> personality traits and divergent  
<sup>1</sup>*Marconi Institute for Creativity;* <sup>2</sup>*Dep. of* thinking: an eye-movement analysis  
*Developmental and Socialization Psychology,*  
*U. of Padova;* <sup>3</sup>*Dep. of Electrical, Electronic,*  
*and Inf. Engineering, U. of Bologna*

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12.30 **LUNCH**

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

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A. Chraplyvy & J. Kakande Opening remarks  
*Marconi Society*

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

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**E. Miglietta<sup>1</sup>, G. Brighetti<sup>1</sup>, & J. Bhattacharya<sup>2</sup>**  
<sup>1</sup>*Dep. of Psychology, U. of Bologna;* <sup>2</sup>*Dep. of Psychology, Goldsmiths, U. of London*

Unconscious Thoughts, Wandering Minds in Creative Brains?

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**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.

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**S. Jacobovici**  
*Creative Arts Psychotherapist*

Metaphor as the Language of Creative Thinking

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**D. Le<sup>1</sup>, D. H. Cropley<sup>2</sup>, & M. Murphy<sup>2</sup>**  
<sup>1</sup>*School of Psychology, Social Work and Social Policy, U. of South Australia;* <sup>2</sup>*School of Engineering, U. of South Australia*

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

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**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***


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**R. Tkach & H. Zou**  
*Marconi Society*

Opening remarks

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**G. Cattani<sup>1</sup>, M. Colucci<sup>2</sup>, & S. Ferriani<sup>2</sup>**  
<sup>1</sup>*Stern School of Business, New York U.;* <sup>2</sup>*Dep. of Management, U. of Bologna*

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

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**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?

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**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

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

Developing a New Assessment of Creativity: A Pilot Study

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**G. Fürst<sup>1,2</sup> & T. Lubart<sup>1</sup>**  
<sup>1</sup>*U. of Paris Descartes;* <sup>2</sup>*Distance Learning U.*

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

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# 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, &amp; F. Ghedini</u> <i>Sony Computer Science Laboratories</i>	Creativity through Style Manipulation: the Flow Machines project
<u>D. Jensen<sup>1</sup> &amp; A. Surovek<sup>2</sup></u> <i><sup>1</sup>Industrial Engineering and Engineering Management; <sup>2</sup>Civil 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, &amp; 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](http://www.mic-conference.org) AND [www.telecomitalia.com](http://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 Falciasecca</u> <i>Fondazione Guglielmo Marconi</i>	Closing Remarks

13.00 LUNCH

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

S. Rahman<sup>1</sup>, K. Christensen<sup>1</sup>,  
H. J. Jensen<sup>1</sup>, & J. Bhattacharya<sup>2</sup>  
<sup>1</sup>*Inst. for Mathematical Sciences, Imperial  
College London;* <sup>2</sup>*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. Diotaiuti<sup>1</sup> & S. Mancone<sup>2</sup>  
<sup>1</sup>*Dip. di Scienze Umane, Sociali e della Salute. U.  
degli Studi di Cassino;* <sup>2</sup>*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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