

CREATING VALUE: BETWEEN COMMERCE AND COMMONS

BARONESS SUSAN GREENFIELD



9.00AM - 11.00AM | WEDNESDAY, 25TH JUNE 2008 | SPONSORED BY QUT

BRISBANE CONVENTION & EXHIBITION CENTRE, SOUTH BANK, BRISBANE

CREATING CREATIVE BRAINS

The creative process encompasses factors that must be common to diverse activities, ranging from painting, music and literature, through to scientific insights. At the same time this allencompassing phenomenon must be distinguished from 'ordinary' thinking!

In this talk, we shall explore how neuroscience might help identify the basic creative process in the physical brain. We shall see that it is misleading to speak of a gene 'for' a complex mental trait, - least of all creativity. Instead we shall discuss examples of how nature and nurture are inextricably interconnected such that the environment, almost literally, leaves its mark on each individual brain. It is therefore at the level of brain cell connections that we need to look for the personalisation of the brain and the possibility of creativity, which could arise as a three step process involving the (1) deconstruction and (2) reconstruction of connections in a way that is (3) meaningful.

In the future a changing world with cyber, nano, and information technologies are set to modify brain connections as never before. We shall explore what these changes mean to concepts of identity and see how a creative mind-set could be the apotheosis of the individual in the 21st Century.

Baroness Greenfield is Director of the Royal Institution of Great Britain (the first woman to hold that position) and Professor of Pharmacology at the University of Oxford, where she leads a multi-disciplinary team investigating neurodegenerative disorders. In addition she is Director of the Oxford Centre for the Science of the Mind, exploring the physical basis of consciousness.

CREATING VALUE: BETWEEN COMMERCE AND COMMONS

This conference features papers from academic, business, creative or public policy specialists on many aspects of value-creation in the context of creative industries and innovation. For more information about the conference go to: <http://www.cci.edu.au/events/creating-value-between-commerce-and-commons>



EVENT DETAILS

- DATE** Wednesday, 25th June 2008
- TIME** 9.00am to 11.00 am
- VENUE** Brisbane Convention & Exhibition Centre, South Bank, Brisbane
(map available at: http://www.bcec.com.au/media/25745/bce0199_layout.pdf)
- COST** \$100

EVENT SCHEDULE

- 9.00** CCI welcome and introduction – QUT's Vice Chancellor (Peter Coaldrake)
- 9.15** Keynote Speech - Baroness Greenfield
- 10.00** Roundtable/Respondents (Arun Sharma/ Erica McWilliam/John Hartley)
- 10.45** Morning Tea. Foyer – Plaza level

The CCI gratefully acknowledges the support of QUT Vice Chancellor Professor Peter Coaldrake

ABOUT THE SPEAKER

Baroness Greenfield is Director of the Royal Institution of Great Britain (the first woman to hold that position) and Professor of Pharmacology at the University of Oxford, where she leads a multi-disciplinary team investigating neurodegenerative disorders. In addition she is Director of the Oxford Centre for the Science of the Mind, exploring the physical basis of consciousness.

Her books include "The Human Brain: A Guided Tour" (1997), "The Private Life of the Brain" (2000), and "Tomorrow's People: How 21st Century Technology Is Changing the Way We Think and Feel" (2003) and "ID' - The Quest for Identity" was published in May 2008 by Hodder Publishing. She has spun off four companies from her research, made a diverse contribution to print and broadcast media, and led a Government report on "Women In Science".

She has received 29 Honorary Degrees, Honorary Fellowship of the Royal College of Physicians (2000), a non-political Life Peerage (2001) as well as the Ordre National de la Legion d'Honneur (2003).

In 2006 she was installed as Chancellor of Heriot-Watt University and voted 'Honorary Australian of the Year'. In 2007 she was made a Fellow of the Royal Society of Edinburgh.



The ARC Centre of Excellence for Creative Industries and Innovation (CCI) was established in July 2005. It was the first Centre of Excellence funded outside the science, engineering and technology sectors. Queensland University of Technology is the administering institution, and the main collaborating partners are Swinburne University of Technology, Australasian CRC for Interaction Design, Australian Film Television and Radio School, Australian National University, Charles Darwin University, Edith Cowan University & University of Wollongong.

The Centre has an ambitious research agenda organised around the following six research programs: Crisis in Innovation, Creative Workforce, Citizen Consumer, Enterprise Formation and Sustainability, Legal and Regulatory Impasses and Innovations, and International Creative Content Cultures and Australian Advantage.



The Creative Workforce Program is one of six research programs in the ARC Centre of Excellence for Creative Industries and Innovation. At the core of this program is the need for formal education to face the challenges posed by an environment characterised by innovation and risk, by the increasing impact of knowledge and creativity on the economy, and by globalisation and new technologies across all areas of work and experience.

For further information on the ARC Centre of Excellence for Creative Industries and Innovation please visit <http://www.cci.edu.au>