

# CREATIVITY WEEK at HOFSTRA UNIVERSITY

Creativity Week investigates innovation and creativity across multiple disciplines – science, computing, business, the arts, and medicine – and through diverse activities and events that include keynote addresses by choreographer **Twyla Tharp** and psychologist **Keith Sawyer**, hands-on workshops, scholarly presentations, and artistic performances.

**Monday, March 13, 3-4 p.m.**

## **3-D Printing Workshop**

Discover what 3-D printing is all about, including the various types of 3-D printers and how to use the MakerBot 3-D printer. Watch a 3-D printer in action and get a 3-D printout to take home! *Sponsored by Student Computing Services.*

**Room 106 Calkins Hall**

**Monday, March 13, 6:30-8 p.m.**

## **Serious Play for Grown-Ups: A Poetry Workshop**

Whether trying to make a business team more productive, solve an equation or compose a symphony, studies show that the most effective people know how to “think like a child, daydream productively and adopt an outsider’s perspective” (Jonah Lehrer). In other words, the most effective people are creative. Join us for this writing workshop led by Hofstra Professor **Janet Kaplan** as we read selections by Pablo Neruda, Harryette Mullen and other poets, and delight in interactive and individual writing exercises. We will generate language that’s fresh and unusual and write poems that contain elements of surprise and chance – all in the name of serious play.

**Plaza Rooms, Mack Student Center**

**Tuesday, March 14, 11:15 a.m.-12:30 p.m.**

## **Creativity and Medicine**

**Kelly Fiore, MD**, assistant professor, Hofstra Northwell School of Medicine, discusses medical uses of creative and reflective writing, followed by a small group reflective writing exercise, led by **Kelly McMasters**, assistant professor of English, Hofstra University. *Sponsored by the Department of English.*

**Guthart Cultural Center Theater, Axinn Library**

**Tuesday, March 14, 11:15 a.m.**

## **Back to Blake: Reimagining Words**

Creative writing specialists **Joseph Chilman** and **Kyle Pratt**, adjunct professors at Hofstra University, lead a multimodal composing workshop. Participants engage with a piece of literature and reconstruct it through painting, drawing and coloring. Materials for creating “new” compositions will be provided. *Sponsored by The Writing Center.*

**Multipurpose Room East, Mack Student Center**

**Tuesday, March 14, 12:45 p.m.**

## **Creativity and Global Conflict**

**Tatsushi (Tats) Arai** presents from his book *Creativity and Conflict Resolution: Alternative Pathways to Peace.*

Dr. Tatsushi Arai is a scholar-practitioner of conflict resolution, multi-track diplomacy, sustainable development, and cross-cultural communication with 20 years of diverse international experience. Currently he is a fellow at the School for Conflict Analysis & Resolution, Center for Peacemaking Practice; associate professor of peacebuilding and conflict transformation at the School for International Training (SIT) Graduate Institute in Vermont; and research associate of the Toda Institute for Global Peace and Policy Research in Hawaii.

Previously Dr. Arai taught international relations at the National University of Rwanda and worked for a Japanese development NGO in Rwanda in the aftermath of its 1994 genocide. *Sponsored by the Department of Political Science, Center for Civic Engagement, and Department of English.*

**Guthart Cultural Center Theater, Axinn Library**

**Tuesday, March 14, 2:20-3:45 p.m.**

## **Creative Innovators**

**Phil Rugile**, CEO of LaunchPad Huntington, hosts a panel with entrepreneurs in the arts and fashion sectors. The panel focuses on the intersection of creativity and entrepreneurship and includes a discussion about how people in creative industries launch their own businesses. Panelists include **Rebecca Cohn**, Rebecca Cohn Designs (fashion); **Paul Lipsky**, MindYolk (3-D animation); **Joan Bucchino**, J. Grace Corporation (child learning systems); and **Andy Milk**, Kindred Development (web strategy/design/development). *Sponsored by the Center for Entrepreneurship.*

**IdeaHub, Room 246 Axinn Library**

**Tuesday, March 14, 3-4 p.m.**

## **Hack-a-Thon: The Results/Retrospective**

Hack-a-Thon is an all-night coding event held annually by Student Computing Services. Join in this workshop as we find out what some of the teams have created over the past few years.

**Room 106 Calkins Hall**

**Tuesday, March 14, 4:30 p.m.**

**Hofstra Cultural Center** presents

## **KEYNOTE EVENT:**

### **Twyla Tharp: The Creative Habit**

All it takes to make creativity a part of your life is the willingness to make it a habit. It is the product of preparation and effort, and is within reach of everyone. Whether you are a painter, musician, businessperson, or simply an individual yearning to put your creativity to use, join us as world-renowned choreographer and dance artist Twyla Tharp speaks about her book *The Creative Habit: Learn It and Use It for Life*, based on the lessons she learned in her remarkable 35-year career.

**Toni and Martin Sosnoff Theater,  
John Cranford Adams Playhouse**

**Tuesday, March 14, 6:30 p.m.**

## **Turn On the Lights: Finding Creativity in Your Career**

Creativity is a valuable skill, sought by employers in all fields and positions. From daily tasks to major work projects, you can bring creativity to the process. This workshop is designed to explore – through the use of activities and interactive dialogs – the skills and characteristics associated with creativity and how they are applicable to your current or future career. *Sponsored by the Division of Student Affairs and The Career Center.*

**Plaza Rooms Middle and East, Mack Student Center**

**Wednesday, March 15, 10 a.m.-12:45 p.m.**

## **A Poetry Workshop: Danny Lyon: Memories of the Southern Civil Rights Movement**

**Connie Roberts**, Hofstra University adjunct assistant professor of English and published poet, facilitates a poetry workshop in the midst of the exhibition *Danny Lyon: Memories of the Southern Civil Rights Movement*. *Sponsored by the Hofstra University Museum.*

**For more information, see page 37.**





**Wednesday, March 15, 10:15-11:30 a.m.**

### **How Creativity Innovates Research and Practice in Psychology**

Two Hofstra Psychology Department faculty members discuss how creativity informs the application of virtual reality in psychotherapy and positive psychology principles in enhancing children's education.

#### **Computer Science, Gaming and Virtual Reality Psychotherapy: A Creative Progression**

In this talk, **Mitchell Schare**, Hofstra professor of psychology, discusses how basic computer science research of the 1980s and '90s spawned the gaming industry, enabling further development of modern virtual reality. While many applications of virtual reality technology exist, Dr. Schare explores and demonstrates the use of virtual environments for psychotherapy purposes.

#### **Positive Education**

**Jeffrey Froh**, Hofstra assistant professor of psychology, discusses positive education as the answer to the call for education reform. Teachers, psychologists, administrators, and school staff must understand and appreciate the role character strengths play in our children's education. Making children happier is as important as increasing their GPAs. It is imperative that we see how critical it is to have education that emphasizes increasing children's positive emotions, engagement, positive relationships, meaning in life, achievement, and health.

**Guthart Cultural Center Theater, Axinn Library**

**Wednesday, March 15, 11:40 a.m.**

### **Virtual Reality (VR) Test-Drive**

Learn about the history of virtual reality and explore the various ways you can experience VR at this workshop run by Student Computing Services. Test-drive a virtual reality headset as well.

**Guthart Cultural Center Theater, Axinn Library**

**Wednesday, March 15, 1 p.m.**

**Hofstra Cultural Center** presents



#### **KEYNOTE EVENT: Keith Sawyer: Zig Zag: The Surprising Path to Greater Creativity**

Keith Sawyer, Morgan Distinguished Professor in Educational Innovations at UNC's School of Education, speaks about his book *Zig Zag*, a science-backed method to maximize creative potential in any sphere of life. With the prevalence of computer technology and outsourcing, new jobs and fulfilling lives will rely heavily on creativity and innovation. Sawyer draws from his expansive research of the creative journey, exceptional creators, creative abilities, and world-changing innovations to create an accessible eight-step program

to increase anyone's creative potential. Sawyer reveals the surprising secrets of highly creative people (such as learning to ask better questions when faced with a problem), demonstrates how to come up with better ideas, and explains how to carry those ideas to fruition most effectively.

**Guthart Cultural Center Theater, Axinn Library**

**Wednesday, March 15, 4:30 p.m.**

### **Creativity as a Human Right: Art Educators in Areas of Global Conflict**

In an era marked by continuing conflict around the globe, questions for those of us in the field of education abound: Is creativity a human right? What is the role of art in human survival? How can art educators contribute to those individuals and communities besieged by social upheaval and war? Facing increasing social disorder and possibly the worst refugee crisis in modern history, the contemporary world has become characterized by a culture of violence, xenophobia, and intolerance. In this pivotal moment, the lives of children and young adults are at risk, as many grow up in the midst of armed conflict, often living in displacement camps or exiled from their homelands. For others living closer to home, the challenges of poverty, violence and mass incarceration threaten their future. In this presentation, **Susan Goetz Zwirn**, Hofstra professor of art education and graduate program director, explores the work of two art educators who facilitate art initiatives with populations in conflict-affected environments, both local and global. When not teaching within the comfort of the ivory tower, their projects take them from refugee camps abroad to juvenile prisons in the United States to demonstrate the value of art education where it matters the most.

**Plaza Room Middle, Mack Student Center**



Photo by Anthony Alvarez

**Wednesday, March 15, 6:30 p.m.**

### **Great Writers, Great Readings A. Van Jordan**

A. Van Jordan is the author of four collections: *Rise*, which won the PEN/Oakland Josephine Miles Award (Tia Chucha Press, 2001); *M-A-C-N-O-L-I-A* (W.W. Norton, 2004), which was listed as one of the Best Books of 2005 by the *London Times*; *Quantum Lyrics* (W.W. Norton, 2007); and *The Cineaste* (W.W. Norton, 2013).

*Sponsored by the Department of English and the MFA in Creative Writing Program.*

**For more information, see page 20.**

**Wednesday, March 15, 8 p.m.**

### **Art of Jazz Improvisation**

The Hofstra Faculty Jazz Quartet presents a demonstration of the disciplined freedom techniques utilized in jazz improvisation. Emphasis is on illustrating this process with different stylistic interpretations utilizing the Great American Songbook repertoire.

*Sponsored by the Department of Music.*

**For more information, see page 32.**

**Friday, March 17, All Day**

### **Hofstra-CPXi Venture Challenge Semifinal Round and NYS Business Plan Competition Qualifying Round**

The Hofstra CPXi Venture Challenge helps students turn innovative ideas into businesses by working through the early stages of venture creation. This year, participants receive mentorship from Hofstra entrepreneurs-in-residence and participate in a bootcamp to help them get their businesses off the ground. Students who enter the Hofstra-CPXi Venture Challenge are also eligible to earn a spot to participate in the New York State Business Plan Competition. The Hofstra-CPXi Venture Challenge is co-sponsored by Hofstra alumnus and member of the Board of Trustees Mike Seiman, CEO of CPXi, and the Center for Entrepreneurship.

**IdeaHub, Room 246 Axinn Library**

**For more information, please visit [hofstra.edu/cpxichallenge](http://hofstra.edu/cpxichallenge).**

