



Dr. Mihaly Csikszentmihalyi - Keynote Speaker on Friday, May 16th

Professor & Director of the Quality of Life Research Center at the Drucker School

Professor Mihaly Csikszentmihalyi will draw on decades of research on creativity and flow to describe two essential ingredients for a creative life: the ability to control one's attention, and the cultivation of a complex personality. The talk will also differentiate between two often confounded definitions of creativity: small "c", or personal creativity; and big "C" or cultural creativity. The objective of his talk will be to provide the basic principles necessary to understand how a creative attitude to life can be encouraged and supported, at the individual as well as at the institutional levels.