



**FOR IMMEDIATE RELEASE:**

**September 11, 2014**

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**Creativity in the Workplace: A Series of Important Community Conversations about Fostering Creativity & Innovation in the 21st Century Workplace**

NORWALK, CT (September 11, 2014) - The Cultural Alliance of Fairfield County is presenting a series of community discussions called *Creativity in the Workplace*, which includes individuals from the business, education, and arts and culture sectors of Fairfield County. *Creativity in the Workplace* has been designed by the Cultural Alliance of Fairfield County as part of the Connecticut @ Work initiative, a year-long conversation about the past, present and future of work life in Connecticut organized by Connecticut Humanities. *The first conversation is occurring on **September 17th** at the University of Bridgeport.*

Local universities (**University of Bridgeport, Sacred Heart University, Fairfield University**), and a for-profit co-working space, **Comradity**, are sponsoring and hosting these conversations (see detailed listings below). The conversations will address the following concerns related to innovation: how educators can foster creativity for people at all stages of life; how employers can foster creativity in their employees; and what role might arts and cultural organizations play to support this effort, and how do we invest in innovative thought?

This fall's series of conversations, organized by the Alliance, will solidly illuminate the need for creativity and innovative thought in order to foster a thriving 21st century workforce.

The series will culminate in a **Symposium on October 20, 2014, at Dolan School of Business at Fairfield University**, featuring guest presenter Randy Cohen, Vice President of Research and Policy at Americans for the Arts. Cohen, a noted expert on the role of the arts in addressing community development issues, publishes *The National Arts Index, Arts & Economic Prosperity*, and *Creative Industries*. He will discuss *Ready to Innovate* and other reports on the creative readiness of the US Workforce at the October Symposium.

Following are the details of the four *Creativity in the Workplace* sessions the Cultural Alliance has developed, located at universities throughout the county, with a myriad of fascinating presenters and relevant topics:

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## **INNOVATORS PRESENTATION**

### ***Investing in a Creative Future***

Wed., **Sept. 17**, 5:30 p.m. – 7:30 p.m.

Facilitator: Don Kendall, Chairman of the Board Social Venture Partners in Connecticut

**University of Bridgeport**, Schelfhault Gallery, Arnold Bernhard Center

84 Iranistan Ave, Bridgeport

Don Kendall will present and lead a discussion on how a creative and innovative mindset is key to successfully using venture capital to develop jobs for the 21st century.

## **WORKING INNOVATION SESSION**

### ***Motivating a Multi-Generation Workforce***

Wed., **Oct. 1**, 11 a.m.-1:30 p.m.

Invitation Only (Email David @CulturalAllianceFC.org for an invitation)

Facilitator: Bryan Mattimore, Growth Engine

**COMRADITY**, 845 Canal St., Stamford.

This program is hosted and organized by COMRADITY, an advanced co-working space for creative professionals in downtown Stamford, together with a working group comprising: Jim Kern and Katherine Kern, Comradity; Cynthia Lyon, Business Council of Fairfield County; Bryan Mattimore, Growth Engine; Professor David Taylor, Sacred Heart University-Stamford; Professor Matthew Worwood, UConn - Stamford.

This will be a cross-generational group, representing business, creative professionals and education as well as Boomers, GenXers and Millennials, who will work with facilitator Bryan Mattimore to surface some of the issues regarding Managing and Motivating a Multi-Generation Workforce

## **COLLOQUIUM**

Wed., **Oct. 8**, 2 p.m.-3:30 p.m.

### ***Creative and Innovative Thinking: From the Classroom to the Boardroom***

Speakers: June-Ann Greeley, Theology & Middle Eastern Studies; Jim Castonguay, Communication and Media Studies; Mary Treschitta, Art & Design; Anca Micu, Marketing and Kwami Dunbar, Finance.

**Sacred Heart University**: University Commons, 5151 Park Ave, Fairfield.

Faculty from across Sacred Heart University will address the role of creative and innovative thinking in the workplace. How are students' creative and innovative thinking, originality and inventiveness, problem solving and applied skills fostered by a liberal arts education? The panelists will show specifically how Media Arts and Art and Design work hand-in-hand with the abilities needed in the workplace, and how the world of Finance and Economics relies on the ability to develop new and innovative models of thinking.

## **SYMPOSIUM**

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Mon., **Oct. 20**, 10 a.m.-noon

**The Arts, Creativity and the 21st-Century Workforce**

Speaker: Randy Cohen VP, Research & Policy, Americans for the Arts

Panelists: Kip Bergstrom, Deputy Commissioner, CT Dept. of Economic and Community Affairs, Chris Bruhl, president & CEO, Business Council of Fairfield County, Jill Saverine, vice president, Human Resources, priceline.com and James Simon, dean, College of Arts and Sciences, Fairfield University.

**Fairfield University: Charles F. Dolan School of Business**, 1073 North Benson Road, Fairfield. Admission by RSVP only. Email your request to: david@culturalalliancefc.org

***The Cultural Alliance of Fairfield County is grateful to all the funders and partners. Major funding partners are CT Humanities, Fairfield University and Priceline.com. Other funding partners and presenters are Comradity, Sacred Heart University and the University of Bridgeport. Thanks also to our partners: The Business Council of Fairfield County, Bridgeport Regional Business Council, The Fairfield County Business Journal and WPKN, 89.5FM.***

*The mission of the Cultural Alliance of Fairfield County is to support cultural organizations, artists and creative businesses, which make up this vital sector, by providing promotion, services, and advocacy.*

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The Cultural Alliance of Fairfield County strengthens the arts and culture sector by providing promotion, services and advocacy ([www.culturalalliancefc.org](http://www.culturalalliancefc.org)).

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