

MENTAL TOOLS FOR CREATIVITY

SPEAKER **ROBERT ROOT-BERNSTEIN**
Professor of Physiology
Michigan State University



NJIT CAMPUS CENTER BALLROOM
SEPTEMBER 19, 3:00 – 4:30 P.M.

Although every creative product is different, creative people in all disciplines think in very similar ways. A study of hundreds of inventors, scientists, writers, artists, dancers, musicians and entrepreneurs reveals that there are specific and fundamental “tools” for creative thinking. Yet we learn to use few, if any, of these tools through formal education, at any level. Instead, we’re taught “languages” such as English, mathematics, and graphics. But what good is having these languages at our command if we have nothing original to communicate?

Robert Root-Bernstein will address this challenge in his Technology and Society Forum presentation. He will examine specific tools for creativity and demonstrate how each can be applied in practical ways to scientific and technological innovation, in a number of disciplines. He will also explain how truly creative people leverage entrepreneurial success with such tools.

Root-Bernstein, who holds bachelor’s and doctoral degrees from Princeton University, was awarded one of the first MacArthur Fellowships while a post-doctoral fellow at the Salk Institute for Biological Studies. This allowed him to develop novel theories of autoimmunity and molecular evolution as he also investigated the essential elements of scientific creativity. A consultant to major biotech, pharmaceutical and chemical companies, Root-Bernstein is the author of over a hundred peer-reviewed articles and the holder of more than a dozen patents either granted or pending. His books include *Discovering; Rethinking AIDS; Honey, Mud, Maggots and Other Medical Marvels;* and *Sparks of Genius*.

Co-sponsored by the NJIT Technology and Society Forum Committee and Albert Dorman Honors College. The 2007-2008 Technology and Society Forum presentations are also made possible by support from AT&T and Hewlett-Packard.

UPCOMING SESSIONS in the NJIT Technology and Society Series:

October 10 **CHENG LI**
Brookings Institution Fellow
“China’s Future: A Paradox of Hope and Fear”

November 7 **DAVID HIMMELSTEIN**
Founder, Physicians for a National Health Program
“A Prescription for U.S. Healthcare”

For More Information: Contact Jay Kappraff, kappraff@adm.njit.edu or 973-596-3490

NJIT welcomes attendees from Essex County College, Rutgers-Newark, the University of Medicine and Dentistry of New Jersey and Sigma Xi.