

PRESENTS
first annual
WESTTALKS

THE Creative EDGE

a creativity conference

SPEAKERS FROM

FLOW Education
Walt Disney Animation
SpaceX SuperSphere
SUNDANCE INSTITUTE
Comedy **BUSINESS**
ARCHITECTURE Stage

SAT. MAY 13



Keynote Address

MIHALY CSIKSZENTMIHALYI says creativity is a central source of meaning in our lives. A leading researcher in positive psychology, he has devoted his life to studying what makes people truly happy: "When we are involved in [creativity], we feel that we are living more fully..." He is the author of the notion of "flow" and a best-selling book by the same name.



Cultivating Your Creativity
ED BARGUIARENA
Creative Director of The Right Brain Project, a creativity consulting firm and Sundance Institute composer fellow, musician/producer/writer/event designer.



Reimagining Creativity: Transformative Leadership in Creative Markets
ANN LE CAM
SVP Production & Talent, Walt Disney Animation Studios



All the "R's." 360, Virtual, Augmented, and Mixed Reality: An Introduction and Creative Study
LUCAS WILSON
Founder and creator of SuperSphere Productions, a full-service Virtual Reality production company.



The Creative Edge of Space Exploration
ANA MARTINEZ
SpaceX, Manager of Proposal Development



Creative Spaces: The Impact of Physical Environment on Individual and Group Creativity
PETER MITSAKOS
West Edge Architects, Principal



Using Disruptive Marketing and Promotions to Break through the Clutter for Consumer Attention
SHELLI WRIGHT
Marketing / Advertising professional and founder of True Moon



Good Girls Aren't Funny: How Gender Expectations Affect the Creative Edge
HOLLY MANDEL
Comedian, Groundling Alumnae and founder of Improvolution



The Ecological Self: Harnessing the Power of Our Interspecies Nature for Good
YOGI HALE HENDLIN, PhD
Environmental Philosopher, University California, San Francisco



How Failure Leads to Creative Success
DEBRA ROGERS
Relationship expert and award-winning author of *He Did You a Favor*



The Edge of Consciousness: Co-Creating through Meditation
MICHELLE STALLONE-EGGERS
Chopra certified meditation and energy coach



The Philosophy of Creativity
RICK MAYOCK
WLAC Professor of Philosophy. How does something come from nothing? From the beginning, the earliest philosophers have struggled with this question



Community College Students Have the Creative Edge
DR. KATHERINE BOUTRY
Formerly at Harvard, WLAC Prof. Boutry posits that underserved students demonstrate more creativity by converting obstacles to opportunities



What Public Speaking Can Learn from Mathematics
KEVIN COFFEE
WLAC Adjunct Professor & Toastmaster DTM



Host
AKELLO STONE
WLAC Adjunct Professor of Sociology, video producer and on-camera host

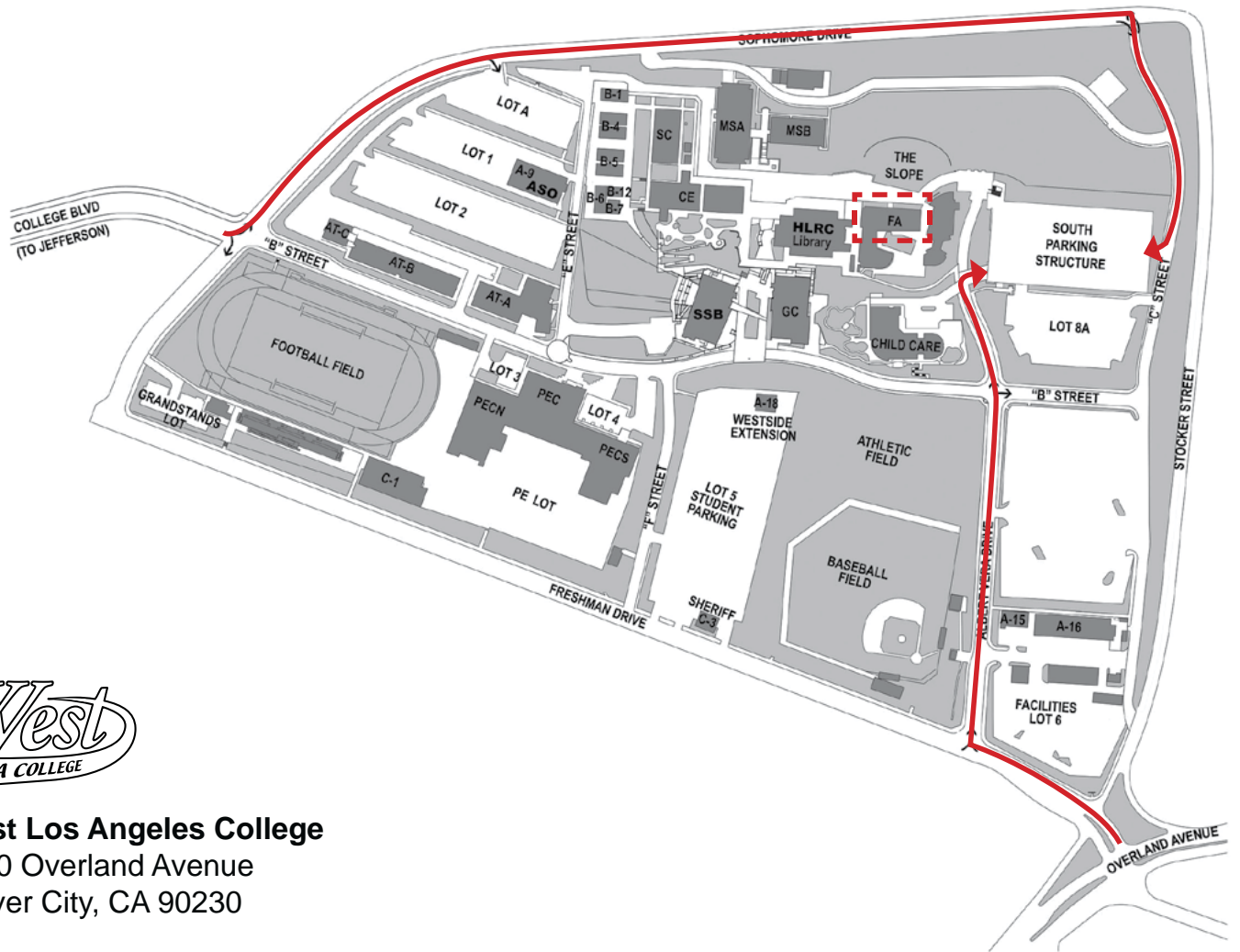
WLAC STUDENTS

KAYLA MITCHELL - How Disney & Creativity Saved Me From Bullies
HWAN MOORE - Re-Creativity: The Transgender Experience & Living on the Creative Edge
ALEX ESTRADA - Life Obstacles and Csikszentmihalyi's Influence

REGISTRATION & BREAKFAST
8:00-8:45AM

OPEN TO THE PUBLIC Seats Limited, RSVP Requested

Questions? **Register / RSVP:** www.WLAC.edu/Creativity
Contact: TheCreativeEdgeEvent@wlac.edu



West Los Angeles College
 9000 Overland Avenue
 Culver City, CA 90230

DIRECTIONS

FROM WESTCHESTER, THE AIRPORT AREA & THE SOUTH BAY

Take the San Diego (405) Freeway north. Exit at Jefferson Blvd. Turn right onto Jefferson, and proceed straight crossing Sepulveda. The street name will change to Playa. Where Playa curves north about 1/4 mile farther, it becomes Overland Ave. Proceed north on Overland past two stop signs. The next light is Freshman Drive. Turn right onto the campus.

FROM WESTWOOD, SANTA MONICA & THE SAN FERNANDO VALLEY

Take the San Diego (405) Freeway south. Exit at Jefferson Blvd. Turn left onto Jefferson, and proceed straight crossing Sepulveda. The street name will change to Playa. Where Playa curves north about 1/4 mile farther, it becomes Overland Ave. Proceed north on Overland past two stop signs. The next light is Freshman Drive. Turn right onto the campus.

FROM DOWNTOWN LOS ANGELES

Take the Santa Monica (10) Freeway west. Exit at Overland Ave. Turn left, and proceed south on Overland about 5 miles. Continue past Jefferson Blvd. and make a left turn at the second signal, Freshman Drive.

FROM LADERA HEIGHTS & INGLEWOOD

Take Slauson west to Hannum (by Fox Hills Mall, 1 block east of Sepulveda) and turn right. Make a right at Playa. Playa curves north and becomes Overland Ave. Proceed north on Overland past two stop signs. The next light is Freshman Drive. Turn right onto the campus.

FROM LA CIENEGA

Turn west on to Rodeo. Rodeo becomes Jefferson Blvd. Then, turn left onto College Blvd. which brings you on to the campus.

