

PRESS RELEASE



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FREE CREATIVITY CONFERENCE AT WLAC Features TED Speaker, Disney Animation Sr. VP, Best-Selling Author & Space X Manager SATURDAY, MAY 13 | CULVER CITY



A TED speaker and national best-selling author, Walt Disney Animation senior vice president, SpaceX manager, virtual reality innovator, and music composer for film / television / art will be among the distinguished speakers at **WESTTalks – The Creative Edge, a conference at West Los Angeles College (WLAC) on Saturday, May 13**. The creativity conference will be held in the college Fine Arts Theater from 9:00am – 3:00pm. **Admission and parking are free** but seats are limited. To RSVP and for more details, visit www.WLAC.edu/Creativity.

Harvard Business Review has stated that America has now entered the Creative Age. According to Dr. Katherine Boutry, Director of WLAC's Creativity Studies Program and former Harvard professor, "this ground-breaking conference, will spark a new vision of what creativity means in all disciplines as it

celebrates human endeavor and the final frontier: creative thought."

MIHALY CSIKSZENTMIHALYI, author of the bestselling book *Flow* and a leading researcher in positive psychology, will give the keynote address. Csikszentmihalyi posits that people find genuine satisfaction during the Flow state of consciousness. In this state, they are completely absorbed in an activity, especially an activity which involves their creative abilities. During this "optimal experience" said Csikszentmihalyi, they feel "strong, alert, in effortless control, unselfconscious, and at the peak of their abilities."

ANN LE CAM, Senior Vice President of Production and Talent at **Walt Disney Animation Studios**, has been described as one of the women changing animation and is known for her work on *Frozen*, *Wreck-It Ralph* and *Big Hero 6* among others. She will speak on "Reimagining Creativity: Transformative Leadership in Creative Markets."

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WLAC CREATIVITY CONFERENCE...continued

LUCAS WILSON is the founder of **SuperSphereVR**, a virtual reality and augmented reality content and technology company shaping entertaining, immersive virtual reality experiences globally, with offices in Los Angeles, New York City, and Singapore. Wilson is also founder and CEO of Revelens, a technology company pioneering ad tech and interaction in virtual reality and augmented reality. Clients and partners include Walt Disney Pictures, FOX, DIRECTV and Reebok. He will discuss ""All the R's. 360, Virtual, Augmented, and Mixed Reality: An Introduction and Creative Study."

ED BARUIARENA, Creative Director of Right Brain Project & Sundance Institute Composer Fellow, is an accomplished composer for film, TV, art installations and anything else that needs sound. "Cultivating Your Creativity" is his topic.

ANA MARTINEZ, SpaceX Manager of Proposal Development will address "The Creative Edge of Space Exploration."

Other presenters include comedian **HOLLY MANDEL**, a Groundling alumnae and producer of "Good Girls Aren't Funny." Her topic is "Good Girls Aren't Funny: How Gender Expectations Affect the Creative Edge"

Architect **PETER MITSAKOS** will explore "Creative Spaces: The Impact of Physical Environment on Individual and Group Creativity."

DEBRA ROGERS, relationship expert and author of the award-winning book *He Did You a Favor: A Smart Girl's Guide to Breaking Up, Waking Up, and Discovering the Gift of YOU*, will discuss "How Failure Leads to Creative Success."

Environmental Philosopher **YOGI HALE HENDLIN, Ph.D.** will explore "The Ecological Self: Harnessing the Power of Our Interspecies Nature for Good."

And, **WLAC student HWAN MOORE** will reflect on "Re-Creativity: The Transgender Experience & Living on the Creative Edge."

A complete list of speakers and presentation times can be found at www.WLAC.edu/Creativity.

West Los Angeles College is an ACCJC accredited community college offering full-, part-time and online paths to university transfer and career preparation in health care, computer science, business, law enforcement, film / television production, early childhood education and more. West is located at 9000 Overland Avenue (near Jefferson), Culver City 90230.
www.WLAC.edu

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