

Creativity Lab!

UGBA 190T.3 | Haas School of Business | 2 Units

Instructor: Mariana Somma | mariana@berkeley.edu

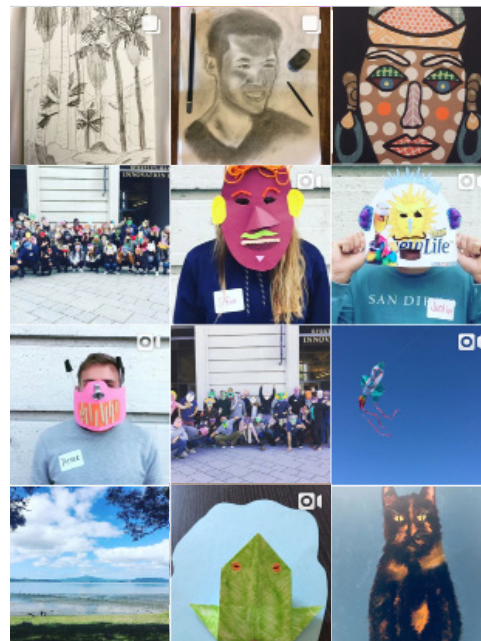
Thursdays 10am-12pm @Haas Innovation Lab in Memorial Stadium

What is the Creativity Lab?

Students explore and expand their creative skills and practices in the Creativity Lab. CEOs consistently say they need people who think for creatively in their organizations. How does one learn and hone creative skills? By exploring creative disciplines and methods in a learn-by-doing environment. The Creativity Lab is based on the studio model of exploration and critique. We build skills, learn how to think creatively and build creative confidence.

How does it work?

Creativity is not limited to a select few who somehow utilize a secret skillset. Instead, creativity—and creative work—are learnable, knowable and doable. One part of the Creativity Lab will identify what we believe about how we think. Another will work on maker skills; how we capture, collaborate, communicate and build ideas.



What will we do?

Mostly, make stuff. One can't read one's way into creative behaviors and skills. So, the Creativity Lab is based on creating. We meet in person at the Haas innovation Lab. We work individually and in small groups. We work with words, images, motion, photography, space and ideas. Exercises are designed to enhance student's creative skills, mindset and creative courage. We will learn new ways of seeing and being. We will talk with designers, artists, musicians, writers and dancers.

Who is teaching the Creativity Lab?

Mariana Somma is a designer and maker passionate about exploring creativity and helping others find their creative confidence. She has been teaching the Creativity Lab since it began in 2017, as well as courses in Design Thinking and Innovation. Mariana has a formal background in Architecture, MS in Industrial Design, and an MBA.

Student Comments:

"Being in this class made me so happy." –Darren

"Overall I cannot express how much I have enjoyed this class. Every week I looked forward to the next enlightening activity, and I was never let down." - Brandon

"This class has equipped me to work creatively and have confidence in my creative process."- Jenny