

# UGBA 190T.7 Creativity Lab!

2 Units | Fall 2024  
Prof. Mariana Somma | mariana@berkeley.edu  
Tuesdays, 12-2pm in Chou Hall N440

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## What is the Creativity Lab?

The Creativity Lab is a new course where students will explore and expand their creative skills and practices. Business leaders consistently say they need more creative people 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. The outcome will be both skill building and confidence building.

## How does it work?

Creativity is not limited to a select few who somehow utilize a secret skillset. Instead, creativity—and the results of creative work—are learnable, knowable and doable processes. One part of the Creativity Lab will work on identifying one's beliefs around how we think. Another part 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 will work with words, images, motion, photography, space and ideas. Exercises are designed to enhance student's creative skills, awareness and creative courage. We will learn new ways of seeing and being. We will talk with designers, artists, musicians, writers and dancers.

## About the instructor:

Mariana Somma is a designer, maker, and artist passionate about exploring creativity and helping others find their creative confidence. Mariana has been teaching the Creativity Lab since it began in 2017, as well as courses in Design Thinking and Innovation. She has a formal background in Architecture, MS in Industrial Design, an MBA, and is an experienced woodworker, welder, cat portrait painter, and treasure hunter. Be prepared to expand your perception of creativity, make tangible art, build meaningful relationship, and have fun along the way!

## Student Comments from TIES:

*"It is such a unique experience, and one that is so often neglected in a university setting, arguably especially here at Berkeley and at Haas. I would go as far as to say it's something I believe all Haas students should be encouraged to take. In my opinion, I derived more value and enjoyment from this course than most, if not all, of my Haas core classes."*

*"Follow Mariana, be creative."*

*"This course is one of the most engaging and fun courses I have taken thus far. Mariana Somma brings high energy and enthusiasm to every class session. We learned a different form of creative practice every week, from collaging to aimless wandering. I would recommend this course to anyone who is looking to see how to apply creativity and innovative thinking to their personal life, education, and career."*

