

Canada International

Canadian and Finnish Universities Focus on Creativity



Professor Nancy Adler delivering her keynote speech at the conference

Canadian professor Nancy Adler (McGill University), an expert in the field of global leadership, was the keynote speaker at the recent international conference “[Creative Economy and Beyond](#)” (CEB). Hosted by Finland, the conference explored the role of creativity in the economy and society in the 21st century.

In her presentation, Adler stressed the importance of integrating the arts in education for more valuable and successful learning. She emphasized that medical students at Yale University improved their diagnostic skills once art was integrated into their training—an example of a successful multidisciplinary approach to education.

She also highlighted the value of artistic processes in spurring innovation in technology development and management practices—both important elements of success in today’s economy and society. Such artistic processes include the ability to see reality even when others refuse to, and the courage to create visions and inspire others to see new possibilities.

Linking Canadian and Finnish Universities

While in Finland, Adler also spent two weeks teaching at the University of Art and Design and at several universities of Applied Sciences. Three of these specialized Finnish universities, including the University of Arts and Design, are merging to form [Aalto University](#) in 2010. The merger is aimed at promoting innovation in a new community, bringing together technology, economics and the arts. Adler’s visit is only the beginning of cooperation on innovation in education between Canadian and Finnish Universities.

Finland’s Aalto University, in merging three top universities, is aimed at promoting innovation by bringing together technology, economics and the arts



Support for the Conference

The CEB was organized by Creative Industries Finland in cooperation with the Helsinki School of Economics, the University of Art and Design and the Helsinki University of Technology, with the support of the Finnish Ministry of Employment and Economy.



The CEB was sponsored by Canada, the British Council, the U.S. Embassy in Finland, the Goethe-Institut and the EU's European Social Fund.

Left to right: Professor Nancy Adler, Canadian Ambassador Christopher Shapardanov, and Senior Trade Commissioner Stephen Chase.

Source: <http://www.canadainternational.gc.ca/finland-finlande/highlights-faits/Creativity-Creativite-Oct09.aspx?lang=en>

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