

Arts-based learning - businesses use it, they just don't know it

Event: A talk by **Alastair Creamer** (Creamer & Lloyd)

Venue: **Room K2.31** Strand campus

Date & time: **6pm Monday 14th November, 2011**



“There is so much to be gained from exploring the similarities and differences between the art of business and the business of art. These aren't separate worlds (as some people believe) but two closely, interlinked spheres of influence which feed off each other either consciously or unconsciously all the time. Some of this is around language, other times it's a question of perception, ignorance or fear. We work in the liminal world that links these two spheres. We talk both languages and we offer businesses and artists alike contrasting perspectives. Our best work results in small epiphanies of the heart and mind because it changes something deep inside a person or a group of people. And often it is change and difference that a business is looking for and artists know how to initiate, provoke and handle change.”

Alastair Creamer founded and developed Catalyst at Unilever, one of the most innovative in-house programmes of creative training and inspiration, which won several awards. He ran it for 7 years before co-founding Creamer and Lloyd. Before all that he spent 12 years in the arts and a further 6 in other businesses (including being Sainsbury's first Arts Sponsorship Manager) with a stint as Dean of Faculty at the London College of Music and Media. Alastair was educated as a musician but when he chose to stop playing, discovered other creative channels – acting, directing, writing and painting. He is a Trustee of Room 13 International – an organisation that helps place professional artists in primary schools all over the world to create art studios run by the children for the children. He is also on the Advisory Board of Leadership Development at the Banff Centre, Canada.

This talk marks the launch of a research network for Arts Based Learning & Education (**ABLE**). For more details please contact Dr Nick Wilson in the Department for Culture, Media & Creative Industries (nick.wilson@kcl.ac.uk).

Entry is free. We hope you can join us.