

Organisers:

Dr Anita Eves: Subject Group Leader Hospitality and Food, University of Surrey; Food, Consumer Behaviour and Health Research Group; a.eves@surrey.ac.uk

Anita is a Reader and has had an interest food-related behaviour amongst consumers of different ages for over 20 years. She has managed projects for MAFF, FSA and FSAS on topics such as choices in catering outlets, nutrition education in catering courses and hygiene education in schools and industry. A recent interest is the exploration of the role of food in the tourism product. She leads the Hospitality and Food Subject Group in the School of Hospitality and Tourism Management, and has knowledge and understanding of catering operating systems, practices and constraints.

Prof Monique Raats: Director of Food, Consumer Behaviour and Health Research Group; Psychology; University of Surrey; m.raats@surrey.ac.uk

Director of the University of Surrey 's Food, Consumer Behaviour and Health Research Centre, Monique conducts national and European research projects, including topics such as food-related communication, policy development, food choice and food labelling. She has published over 90 peer-reviewed papers, 19 book chapters, and co-edited two books (The Psychology of Food Choice; Food for the Ageing Population). She is a founding member of the International Society of Behavioral Nutrition and Physical Activity. In 2011 Monique joined the UK's Scientific Advisory Committee on Nutrition and is a member of its Subgroup on Maternal and Child Nutrition.

Dr Paul Sowden: Director of ILLUME; Psychology; University of Surrey; p.sowden@surrey.ac.uk

Paul is a Reader and Director of ILLUME, the Centre for Creativity Research, at the University of Surrey. He is a Chartered Psychologist and Associate Fellow of the British Psychological Society. For much of his career he worked on visual perception but more recently, he has turned his attention to exploring the mechanisms of creative thinking and how it can be influenced, including by visual information. His research has been funded by BBSRC, ESRC, EPSRC, ERC, NHS and commercial organisations and has been published in many top quartile psychology journals. He currently serves on the Executive Board of Division 10 of the American Psychological Association - The Society for the Psychology of Aesthetics, Creativity and the Arts.

Images by Eric Smith



Sponsored by the Institute of Advanced Studies

The Institute of Advanced Studies at the University of Surrey hosts small-scale, scientific and scholarly meetings of leading academics from all over the world to discuss specialist topics in a productive atmosphere, away from the pressure of everyday work. The workshops are multidisciplinary, bringing together scholars from different disciplines to share alternative perspectives on common problems.



FOOD, CONSUMER BEHAVIOUR & HEALTH RESEARCH CENTRE



Creativity in the Kitchen

An International workshop

July 7 – 8th 2014

Rik Medlik Building, University of Surrey,
United Kingdom



Day 1

- 12.30-13.30 **Lunch and Registration**
- 13.30 **Welcome** Dr Anita Eves (University of Surrey)
- 13.40 **Applying Creativity Research to Cooking**
James Kaufman (University of Connecticut) & Ron Beghetto (University of Connecticut)
- 15.20 Tea
- 15.30 **Using culinary science and innovation to foster creativity in chef students**
Dr R Edwards-Stuart (Westminster Kingsway College)
- Understanding the cooking skills of undergraduate students**
Dr Lynsey Hollywood (University of Ulster)
- 16.30 **Workshop: Approaches to measuring creativity from Psychology**
Dr Paul Sowden (University of Surrey)
- 19.00 **Course Dinner – Lakeside Restaurant**



Day 2

- 9.00 **Experiencing Creativity: Insights from World-Class Chefs**
Dr Marc Stierand (Lausanne Hotel School)
- 10.00 **Thoughts for food, a food design tool for idea generation**
Dr Francesca Zampollo (Auckland University of Technology)
- Enhancing nutritional awareness and culinary practice in consumers**
Ms Deborah David (Independent Nutritionist)
- 10.50 Coffee
- 11.10 **Ways to feed new food ideas**
Nel Mostert (Mostert Consultancy for Creativity and Innovation)
- 12.10 Lunch
- 13.10 **Are parents really cooking up a storm? Preliminary findings of parent's cooking skills in the Republic of Ireland**
Ms Amanda Cloat (St Angela's College)
- Cooking skills and creativity in everyday culinary practices**
Dr Laura McGowan (Queen's University Belfast)
- 14.00 **Practical workshop**
Nuria May Masnou (Fundació Alicia - Alicia Foundation)
- 16.00 Tea
- 16.20 **Workshop – project development**
Professor Monique Raats (University of Surrey)

Invited Speakers:

Dr Ron Beghetto

Ron is Associate Professor of Educational Psychology in the Neag School of Education at the University of Connecticut. He is a Fellow of the American Psychological Association (APA), Division 10, and Editor in Chief for the Journal of Creative Behaviour. His research focusses on creativity in educational settings, examining how teacher and student creativity is sometimes (inadvertently) suppressed and how it can be incorporated in the everyday classroom.

Professor James Kaufman

James is Professor of Educational Psychology at the University of Connecticut. He is internationally recognised as a leader in the field of creativity. He is author/editor of 26 books, including Creativity 101 and the Cambridge Handbook of Creativity. He is President of the APA's Division 10, which is devoted to creativity and aesthetics. He has co-founded two journals, Psychology of Popular Media and Culture and Psychology of Aesthetics, Creativity and the Arts. He has won numerous awards, including the Berlyne and Farnsworth Awards from the APA and Mensa's research award.

Nuria May Masnou

May works with the Alicia Foundation <http://www.alicia.cat/en/>, a research centre devoted to technological innovation in cuisine to the improvement of eating habits and to the evaluation of the food and gastronomic heritage. It is a non-profit foundation created in 2003 with the collaboration of the best chefs and leading scientists. It enjoys the strategic leadership of chef Ferran Adria. It offers advice and education to businesses, chefs and the public.

Drs Nel M. Mostert

Nel <https://www.linkedin.com/in/nelmostert> is owner of MCCIM - Mostert Consultancy for Creativity and Innovation Management. She is a Certified Professional Facilitator, who specializes in facilitating workshops for New Product Development in the area of Foods. With 14 years' experience, she has facilitated over 800 workshops for companies like Unilever, Pepsico, Purac, DSM, Philips and Heinz, on creativity/innovation, project planning, risk management, teambuilding – mostly in the area of Foods. She has published articles on creativity in an R&D environment and has created a new creativity technique '6-P NPD Creativity game' which she will show in the Workshop.

Dr Marc Stierand

Marc is Assistant Professor of Service Management at the École Hôtelière de Lausanne. His research interests include creativity, innovation and cognition in organisational contexts. He is on the steering Committee of the Research Methods Special Interest Group of BAM and of the Cognition Outreach Committee of the Academy of Management. Prior to pursuing an academic career, he worked as a chef and operations manager in several Michelin restaurants and luxury hotels in Germany and the UK.