

GASTVORTRAG

"Investigating Creativity: from the Perspectives of Music and Business"

Guillaume Tardif (University of Alberta)

Guillaume Tardif (Doctor of Musical Art, Eastman School, University of Rochester) is Associate Professor and Area Coordinator for Chamber Music and Strings at the Department of Music, University of Alberta. He is an active concert violinist, performing in Canada and abroad as soloist and chamber musician. His research also takes the form of recording productions and violin compositions. His main areas of teaching are violin, chamber music, string literature and string pedagogy. He also teaches for the Kule Institute and the School of Business. In the summer of 2012, he will be a guest professor at the University of Innsbruck.

In Zusammenarbeit mit dem International Relations Office.

Lecture 2: Investigating Creativity: from the Perspectives of Music and Business

[Second of a two-lecture series] An ounce of creativity is said to help solve problems and redefine a current reality. It might also 'make or break' a career or an organization. Following a discussion on culture, this lecture proposes a thought-provoking juxtaposition of ground models from the fields of music and business in order to approach the various meanings and impacts of 'creativity' around and within us. It also discusses points of intersection and departure between music and business in order to help us discuss and evaluate investments in creativity, innovation, research and development (e.g. toward a competitive advantage, a new market, a musical composition, an interpretation, etc.)

Datum: **23. Mai 2012, 14.00 h**

Ort: **Institut für Musikwissenschaft, Karl-Schönherr-Straße Nr. 3, 6020 Innsbruck**