

PATRICIA GABALDÓN

Patricia Gabaldón is associate professor of economic environment at IE Business School, Spain. She has developed her research around the economic and social impact of leisure time, expenditure in households and the role of women in the economy. Patricia is a graduate in Economics of the University of Alcalá (Spain), from where she received also her PhD in Economics. Her research has also been published in numerous book chapters and articles in academic journals.

Developing creativity through the Centro Botín

Creativity and innovation can be defined as the ability of thinking differently and the use and development of new ideas. Much of these new viewpoints spark from the interaction between individuals in their cultural and social context. Cultural activities, as the ones developed by museums and art centers, are recognized as promoters of well-being and life satisfaction through the promotion of innovation and creativity. From the impact analysis of the activities developed by the Centro Botín in its first year of activity, we find a positive change in social creativity orientation from the interaction between the visitors and the activities run. The results show incremental effects of visiting and participating of the activities of the Centro Botín on individuals' capacity to generate new ideas, and making them to discover the genuineness in their environment.