

VLAD PETRE GLAVEANU

Vlad Petre Glaveanu is Associate Professor at and Head of the Department of Psychology and Counselling and Director of the Webster Center of Creativity and Innovation (WCCI) at Webster University Geneva, Switzerland, and Associate Professor II at the University of Bergen, Norway. He received his PhD in Social Psychology from the London School of Economics and Political Science, UK. His work develops the cultural psychology of creativity and has been published in over 100 articles and chapters. His books include: *Thinking through creativity and culture: Toward an integrated model* (Transaction, 2014), *Distributed creativity: Thinking outside the box of the creative individual* (Springer, 2014), and *Rethinking creativity: Perspectives from cultural psychology* (Routledge, 2014, co-edited with Alex Gillespie and Jaan Valsiner). He is editor/co-editor of three major handbooks: the *Palgrave Handbook of Creativity and Culture Research* (Palgrave, 2016), the *Creativity Reader* (Oxford University Press, 2019), the *Handbook of Imagination and Culture* (Oxford University Press, 2017, co-edited with Tania Zittoun), and the *Cambridge Handbook of Creativity across Disciplines* (Cambridge University Press, 2017, co-edited with James C. Kaufman and John Baer). Vlad Glăveanu is co-editing the book series Palgrave Studies in Creativity and Culture for Palgrave Macmillan and is the Editor-in-Chief of *Europe's Journal of Psychology*, an open access peer-reviewed journal published by PsychOpen (Germany). In 2018 he was awarded the Berlyne Award from the Division 10 of the American Psychological Association for outstanding early career contributions to the field of aesthetics, creativity, and the arts.

Creativity and social change: Living in societies of the possible

In this talk I will explore the numerous – even if often concealed or implicit – links between creativity and social change and argue that our understanding of the latter is incomplete without a theory of the former. Moreover, that it is not any theory of creativity that can enrich our understanding of societal transformation, but social and cultural approaches to this phenomenon grounded in the notions of difference, position, perspective, and dialogue. One such approach, the perspectival one, will be used here to unpack the role of creativity in creative activism and the construction of utopian (and dystopian) futures. This model is particularly well equipped to theorize our engagement, individual and collective, with the possible and, as such, to specify how, when and why creativity contributes to social change (and also when and why it might fail to do so). This talk thus ultimately aims to shed light on the ways in which we live, at once, in ‘real’ and in ‘possible’ societies, and the consequences of this type of existence for personal, cultural, and societal growth.