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## New ICE Initiative Sparks Conversations About Innovation, Creativity

Winthrop University

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# New ICE Initiative Sparks Conversations About Innovation, Creativity

## Quick Facts

- ICE stands for Innovate, Create, Engage.
- The first talks will be Nov. 4 and 18 at 7 p.m. in Whitton Auditorium. They are free and open to the public.



ROCK HILL, SOUTH CAROLINA — A new Winthrop University and the Knowledge Park Innovation Center initiative will spark conversations about creativity, community, entrepreneurship, engagement and innovation.

The **Innovate, Create, Engage (ICE)** program is modeled after Microsoft's popular TED (Technology, Entertainment, and Design) talks, in which experts from multiple fields share their ideas through brief powerful talks.

"The ICE series bring speakers from different disciplines to campus who will contribute to the larger conversation focused on creative economies, technology, entrepreneurship and arts engagement, all of which are essential aspects of what we believe to be 21st-century learning topics that will help students think about interdisciplinary approaches to complex problems and issues," said **David Wohl**, dean of the **College of Visual and Performing Arts**. The presentations are free and open to the public, and community members are encouraged to attend.

Two ICE talks are scheduled for November:

### Design Innovation by Stan Ruecker

Nov. 4, 7 p.m., **Whitton Auditorium**

Associate Professor Stan Ruecker currently researches topics in humanities visualization, the future of reading and information design at the Illinois Institute of Technical Design. To date, he has focused on developing prototypes that will support hermeneutic or interpretive processes. His recent publications cover information design, experimental interface design and interdisciplinary design.

### The Arts and Communities: Better Together by Doug Borwick

Nov. 18, 7 p.m., **Whitton Auditorium**

For nearly 30 years, Borwick served as director of the arts management and not-for-profit management programs at Salem College in Winston-Salem, North Carolina and is past president of the Board of the Association of Arts Administration Educators. Currently, he's the CEO of Outfitters4, Inc., and consults artists/arts organizations to improve engagement with their communities.

A reception will follow both talks at 8:15 p.m. in **Macfeat House**.

More ICE speakers are in the works for spring 2015.

Funding for the project was secured through a grant from the S.C. Department of Commerce for the Knowledge Park Innovation Center, submitted by the city of Rock Hill Economic Development Corporation in conjunction with Winthrop, York Technical College, Comprium, the city and other partners.

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