

Graduates from the Creative Genius Program (2013-2018)

NAME:

Nina Beck

WHY CG:

I am stating only few reasons for taking Creative Genius (CG) semester simply to make it short and easy for the reader. First, CG gives an individual new perspective and knowledge about oneself and own capabilities in terms of how, when and where to focus and find solutions to any kind of situations, whether it is personal or workforce oriented. Second, CG challenges to dare and keep going toward the new path (the one which an individual can get only by joining an amazing CG semester). Finally, a great environment combined with solid academic teaching perspectives during the entire CG semester is a blast for an individual growth.

PROJECT:

I was investigating a sustainable apparel consumption from a consumer point of view, precisely the way how sustainable consumption is viewed in connection to apparel industry and its practices. Hence, a marketing persuasion strategy was created with the guidance for any apparel manufacturer to use in practice.

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Name:

Annika Rebecca Rasch

Study before creative genius:

Innovation, Knowledge and Entrepreneurial Dynamics

Why CG:

Being able to adapt to and handle unforeseen and new situations is one of the main skills I improved during my participation in the Creative Genius Semester. The course increased my awareness for what is happening around me and it supported me in finding my own method for working creatively and effectively. It showed me how one can benefit from having an open mind and how creativity is a parts of everyone's everyday life. This course definitely has a long-lasting impact on both my personality and my professional skills.

Project:

My project was dedicated to the creation of more environmental awareness in relation to the use of plastic shopping bags in Aalborg, which finally should lead to a decrease in the use of these bags.

Link: <https://www.facebook.com/annika.rasch>



NAME:

Nicklas Lykke Nielsen

STUDY:

Culture, Communication and Globalization – Market Communication and Consumption

Why CG:

Creative Genius is the perfect example of great things appearing from places that you do not expect. The course will give you an understanding of yourself, in both a professional, personal and academical way, that no other course will. Throughout the course, I have been given skills, tools and valuable lessons, that I can relate to my own professional field, and that I can use for the remainder of my professional career. If you can accept not knowing what the next class will be like, and not being able to know what to expect before the semester even begins, this course will probably be the most rewarding class, that you will ever have. As an added bonus, Søren Hansen and Christian Byrge are impressively passionate about what they do, which is really motivating and refreshing to experience.

Project:

For my project, I worked on creating a crisis communication tool for handling shitstorms, which actually ended up becoming the stepping stone for my master thesis on CCG.



NAME:

Diana Fonseca

STUDY:

Medialogy

WHY CG:

Even though I decided to join the CG semester in search of something new, I wasn't quite sure what to expect. It ended up by being the best experience in my master's. I've acquired skills that will accompany me throughout my life in all aspects, professional and personal. It definitely broadens your perspective. Teaches you how to put into use all your knowledge and mostly how to awake the numb creativity within you. By the end of CG you'll have a better understanding of what creativity really is and fade out its misrepresentation.

PROJECT:

Consisted in improving storytelling in cinematic VR, finding the medium's limitations and how to possibly dodge or even integrate them in the solution. Each medium is different and that's what makes it unique, therefore we need to develop ways of taking advantage of it. For that, one needs to be creative and think outside the box, otherwise you will be stuck in patterns and won't be able to "step up the game" in your field.

LINK:

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NAME:

Sanne Svendsen

WHY CG:

Should you choose to devote yourself to a semester of Creative Genius - could be a question. The question I rather ask is how you can afford not to?

My personally development because of this semester is indescribable. I have moved myself, from being limited to just follow all the normal standards that everyone else does, to being capable of creating & inventing new ideas within my field of expertise but also within any other field. Being a Creative Genius will make you see all the potentials and possibilities in the world, it's like getting an extra set of eyes that can see things ordinary people can't see. Being a creative Genius makes you unique, because you will possess the same tools, and be capable of doing the same amazing things, as the inventors of the airplanes, the skyscrapers, the iPhones etc.

PROJECT:

The project I did was the first block of a report I hope to finish that will have the potential to change the system regarding parents in a high conflict divorce and their children.



NAME:

GABRIELLA VICTORIA DREHER BAPTISTA

WHY: CG:

During this semester you will learn how to do the best use of your knowledge and how to achieve an awesome result on your work and life, working with people around you. Something totally different from usual will be taught. Knowledge that can complete the empty spots on your learning and carrier.

PROJECT:

My project was to introduce the methods learned in the Creative Genius semester on my own company, aiming a change in our culture to be more creative in our thinking, when looking through a problem.

LINK: www.gabrielladreher.com



Name:

Helga Negendahl Madsen

Study before creative genius:

Engineering psychology

Why CG:

Through this semester I have learned so much about the world and myself. How being curious and exploring new things are connected with my creativity. And how to train and use my creativity in a serious and structured way, which helps me to generate ideas and solve problems then needed. But also how being curious and exploring new things are connected with my creativity.

Project: I investigated how 3D printing can be used as a tool for education.

Link: <https://dk.linkedin.com/in/helga-negendahl-madsen-b28397115>



NAME:

Marketa Sobotkova

STUDY:

Culture, Communication & Globalisation – Market Communication and Consumption

WHY CG:

The CG semester helped me to better understand not just to my own creativity but also to be more open and tolerant towards other peoples' ideas and suggestions. Søren and Christian are great teachers and I enjoyed every day spent at class. This semester gave me a lot - not just on professional level but on personal development level as well. Being part of the Creative genius semester was an amazing and unique experience that I would recommend to everybody!

MY PROJECT:

My creative genius project was focused on improvement of customer service in an organisation. The customer service and consultancy sector is something I am still fascinated by and Creative genius semester was really helpful for it!

LINK:

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NAME:

Behnam Boujarzadeh

STUDY:

M.Sc. International Business Economics

WHY CG:

I believe that there is no unique process or an exclusive method for solving today's complex Business problems. Through the Creative Genius semester I could attain specific skills to get access to the unlimited knowledge in order to find practical solutions.

PROJECT:

The focus of my project was on global marketing and internationalization of high-tech solutions in the context of knowledge intensive economies. As the result, I have tested my findings at a Company in Aalborg.

LINK:

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NAME:

Bjarke Zinck Winther

STUDY:

Culture, Communication and Globalization - International Relations, Latin American Studies.

WHY CG:

I chose the CG semester to sharpen my skills within my field. I wanted to get deeper into IR theory, but from a different position than the majority of IR students. During the CG semester I learned that being creative/innovative is a skill that can be trained and utilized within all fields.

Creativity/innovation is not only about letting go of known frameworks, but very much about teaching yourself boldness and focus of thought.

MY PROJECT:

I tried to find a way in which the veto right in the United Nations Security Council could be removed or reformed. In the process I came up with a lot of ideas, but I also had one really good one, which was outside of the normal academic approach to this problem. The solution involved the combination of a social movement, an NGO and online communities.

LINK:

https://www.linkedin.com/profile/view?id=171366469&trk=nav_responsive_tab_profile



NAME:

Catalin Stan

STUDY:

MSc. Medialogy, Aalborg University

WHY CG:

I always wanted to explore my own abilities in my own field of work. I considered creativity one of the essential skills to develop, to increase the quality of my work and challenge current methods, practices and designs.

MY PROJECT:

The focus of my project was on enabling NGO's to build a community though the use of technology and mobile social networking applications. Further I managed to present the project to an NGO and start working towards this goal.

LINK:

https://www.linkedin.com/profile/public-profile-settings?trk=prof-edit-edit-public_profile



NAME:

Eszter Tamás

STUDY:

Culture, Communication, Globalisation - Organizational leadership

WHY CG:

The CG semester gave me insight in how to continuously develop and manage creativity, as well to be able to apply both in academical and professional life. It has allowed me to learn under what conditions I am most creative, to approach different projects more freely and gave me the ability to work more effectively.

MY PROJECT:

I have been focusing on improving current communication and knowledge sharing processes in an organisation, an idea I am currently developing and can potentially enhance the worklife and competency of several hundreds of people.

LINK:

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NAME:

Christoffer Spyridon Mallios

STUDY:

Cand. Merc. Organisation and Strategy

WHY CG:

The CG semester was a great experience, where we were taught a lot of different approaches to the way of teaching, creativity and life in a broader perspective. It has given me a personal toolbox that I will using in whatever I will be doing in the future.

PROJECT:

I was working on creating a different hiring process for companies, which should help those candidates that feel nervous or uncomfortable when attending job interviews. With the help of many different experts in the field, I came up with a lot of ideas on how to improve this process.

LINK:

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NAME:

Fabrizio Giuseppe Negretti

STUDY:

Organisations and Leadership – Culture, Communication & Globalisation

WHY CG:

CG gave me theories and tools to boost creativity and apply it in practice. It helped me to know better myself and the way I am able to focus. I realised that, if I want, I can produce 200 ideas to solve a single problem. Literally.

PROJECT:

I worked on safety communication tools, focusing on the problem of communication among foreign people who do not share a language.

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Name:

Jannick Overgård Hausager

Study:

Strategy and Organisation

WHY CG:

Worked with creativity in a project and wanted to work on my own creativity. The CG learned me a lot about myself and gave me some very usefull tools.

PROJECT:

I did a project about an idea of starting a business selling homemade furniture made out of pallets.

LINK:

<https://www.facebook.com/jannick.hausager>



NAME:

Jesper Hjort

STUDY:

Organization & Strategy

WHY CG:

My main areas of interest is Innovation, leadership and culture - and I though CG could give me a new perspective on this and at the same time could develop my own creativity. Furthermore it is the only study which truly let you brake free from your professional box. Something every study could learn from.

PROJECT:

I chose to have an internship and do my project parallel. Best thing ever. My project ended up mirroring my internship, and furthermore I could use it as a sort of precursor for my master thesis, which I'm writing with the company where I had my intership.

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NAME:

Kamilla M. Rasmussen

STUDY:

Culture, Communication and Globalization – Market Communication and Consumption

WHY CG:

By following the CG-semester for my 9th semester, I have acquired some skills within the field of creativity that I would never have obtained otherwise. I have learned to approach my professional field much differently and in a more playful way.

PROJECT:

For my project, I developed an idea of how companies could create a buzz around an Instagram-account and in this way have people follow the account. I chose gamers to be my target group.

LINK:

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NAME:

Damian Solecki

STUDY:

M.Sc.Organization & Strategy

WHY CG:

CG has provided me with practical capacity to generate creativity and entrepreneurial action competence in business development, through a solid theoretical understanding of creativity models, tools and techniques. As a creative primus motor, I can develop and facilitate, individual and team-based processes on interdisciplinary basis which again can lead to innovative concepts and strategies with business and development potentials.

PROJECT:

My project focused on how to break ingrained organizational patterns, create more creativity ready organization as well, how a working environment can be created, where organizations can take the advantage of unlimited knowledge application and enhance motivation, confidence, concentration and application of knowledge of the participants in the process.

LINK:

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NAME:

Lasse Vestergaard Nielsen

STUDY:

Management Accounting and control

WHY CG:

I choose to study Creative Genius because I would like to have a challenge. I had studied the same for four years and would try something new. I got a toolbox to think creative and use my knowledge in a new way. Also another way of problem-solving that I can use in the future.

PROJECT:

My project was about to find a solution for the problem of having a reward based payment and still have creativity. The reason why I did this project is that it combined both my study Creative Genius and Management accounting and control.

LINK:

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NAME:

Nicolaj Iversen

STUDY:

Clinical science and technology

WHY CG:

I wanted to work more with innovation and i see creativity as a core competence in innovation and the semester gave me the opportunity to do a internship in a innovation company.

MY PROJECT:

My idea ended up being how i could extend the work with an idea in a innovation or creative process in the thesis project. I managed to persuade the right people and now im doing a innovation thesis project which is off the hook!

LINK:

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NAME:

Andreas Wolf

study:

Sustainable Cities

Why CG:

On the way towards a sustainable urban future we have to go far beyond reproducing old ideas, but create new ones with a powerful momentum. In the Creative Genius semester I acquire skills to both unleash my own creativity, as also to facilitate ideation processes of urban stakeholders, who might be more knowledgeable than a planner ever can get. Those skills will be invaluable during my working life.

Project:

My project in this semester is to improve our brand-new Master programme 'Sustainable Cities'. I want to achieve this by lobbying creative project working methods and designing a catalogue with helpful tools.

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NAME:

Catarina Bettencourt

STUDY:

Market Communication and Consumption

Why CG:

I hoped for a change of academic scenario and a dose of inspiration before moving on to my master thesis. I found in the CG semester the skills to raise the standards on what I expect of myself as a professional in the retail food industry, and what I can accomplish personally through creative training.

CG project:

I am interested in a creative approach to institutional advertising and consumer behavior knowledge. I will be focusing on ethical consumption and novel ways of spreading messages.

Link:

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NAME:

Catrine Gylling Jensen

STUDY:

Surveying, Planning and Land Management

Why CG:

I expect that CG is going to make me more aware of the methods that is use, and be able to see alternative ways of doing things. Instead of choosing the normal solution the last couple of months, has been giving me experience's in find alternative solutions and keep developing. This experiences' have also helped me to appreciate the second, third and twentieth idea instead of falling in love with the first one. The method we have been using is a good way to get structure into your work and get around all the different aspects of it.

Project:

I am working with digitalization of maps. I want to test out if the working methods used in relation to our spatial data has changed after the digitalization of maps and spatial data or if we tied to the methods that were used before the digitalization. In connection to this I also want to test out, by using a creative process and the creative platform if the data we have today can be used in new ways.

Link:

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NAME:

Charlotte Moeller Bolivard

STUDY:

Culture and Communication

Why CG:

I have always seen myself as being very innovative and I love starting up new things. I created the Danish Mother's groups in the greater New York area in 2000, which was a huge success and I am the creator of Dance against Cancer (www.dansermodcancer.dk), which is a nation-wide event, where the Zumba dancers in Denmark dance all over the country with the purpose of collecting money for kids with cancer. I was attracted to the CG program because it offers me the tools to learn about creativity and it would help me be better equipped to develop my own creativity. Furthermore, it seemed like a great fit for my American inspired mentality of openness and quest seeking.

Project:

I am currently working on how to implement the Creative Platform into the SWOT model in order to make it more creative. I will be using this as a stepping stone to my thesis, where my subject will be social media marketing and the creative platform. My goal is to create more awareness about the Creative Platform and its usage by using social media marketing.

Link:

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NAME:

Ludvig Rasmussen

STUDY:

Sports Science

Why CG:

CG seemed like a great fit with Sport Science and could provide me with an unique profile. The creative tools & skills I acquire at CG are beneficial in numerous situations in my future, whether it comes to job possibilities, cross-disciplinary work, daily life, etc. In many ways, I also got to learn myself better during CG.

Project:

Based on The Creative Platform I'm working a creative process to be applied in elite sport settings, e.g. to develop new tactical combinations, technical skills, or ideas to improve team work. I am using this as a preliminary study for my master thesis on Sports Science.

Link:

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NAME:

Mette Yde Larsen

STUDY:

Tourism

Why CG:

I have academic interest learning about creativity to be able to teach courses in creativity and innovation and to use creativity as a didactic tool. Besides that I am very interested in learning how to use creativity and creative processes in the daily work life in organizations.

Project:

Future holiday homes. As a part of a cooperation with a rental bureau I work on finding new ideas for the future holiday home.

Link:

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NAME:

Michał Machaj

STUDY:

Market Communication and Consumption

Why CG:

The course provides lifelong valuable experience and skills, whereas an internship will lose some of its value after obtaining further work experience. CG is a unique possibility to stand out and develop practical skills most will not have. After years of working and trying to climb up the corporate ladder that is what will matter.

Project:

Bringing “Fast” into “Fast Food”; dealing with queues and waiting time.

Link:

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NAME:

Mihaela Koseva

STUDY:

Tourism

Why CG:

As I see it, CG program helps you mostly with your relations with people. It makes you more accepting, tolerant and open-minded. For the future, I expect to use all the “tricks” that the teachers thought us about how to organize ourselves, to be task focused (very important for project work) and to generate ideas that are more original.

Project:

I choose to work on a project aiming to find out how a long trip in the Economy class on a plane could be more entertaining than it is now.

Link:

<http://www.linkedin.com/pub/mihaela-koseva/42/2b8/a63>



NAME:

Monique van Gulik

STUDY:

Communication Science

Why CG:

I decided to follow this semester, because it is totally different from all other things I've done so far at university. It was the first time that this semester was held and I don't regret my choice any moment since then. I benefited a lot from what we've learned during the CG semester, especially while writing my master thesis. Besides that, I'm very much looking forward to apply the gained knowledge in my further career :)

Project:

During the CG semester I focused on visual communication in relation with stimulating creative thinking and social behavior. One of my ideas to stimulate this, was to apply various messages on coffee-to-go cups, like a 'nudging-technique'.

Link:

<https://www.linkedin.com/in/dominiquevangulik> (feel free to contact me!)



NAME:

Nataliya Deneva

STUDY:

Sustainable cities

Why CG:

I was looking for a study programme that would give me a different perspective over creativity and originality, and will add some new tools into my “Urban planner” toolkit. I also liked a lot the fact that the programme welcomes students from various backgrounds, gives freedom, but also a structure within which to develop your abilities.

Project:

I’m working on a workshop prototype, called Create your space. It will assist the idea generation and idea development at public hearings, which are an essential part of the Urban development plans.

Link:

email : nataliya.deneva75@gmail.com

Facebook account: Nataliya Deneva



NAME:

Rasmus Engsig

STUDY:

Organisation and Strategy

Why CG:

My passion is innovation, and it has been one of the main focuses of my studies for the previous two years. Creativity is undoubtedly the driver of innovation, and I see the Creative Genius Semester as an opportunity for me to get a deeper understanding of how good appear and how this process can be enhanced.

Project:

I'm currently working on an organisational change affecting roughly 600 employees, and I want to examine how the momentum created by this change can be transformed into a general "readiness for change" among employees.

Link:

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NAME;

Roza Pniewska

STUDY:

Market Communication and Consumption

Why CG:

To improve my creative thinking and get to know the tools that can further boost my creativity. The awareness of how the creative process should look like and knowledge of principles are helping me work more effectively with problems within my field.

CG project:

Solve the issue of “showrooming” in stationery stores where people come in only to look at the product and then make a purchase in a different online store.

Link:

<http://www.linkedin.com/in/rozapniewska>



NAME:

Steffen B. Nielsen

STUDY:

Engineering Psychology

Why CG:

Creativity has always seemed a bit mysterious to me. I'm following the Creative Genius semester in order to understand the nature of creativity, acquire tools that can aid my creativity in the future, and to get a better understanding of my own cognitive functions.

Project:

I'm interested in how one can design an experience when interacting with products and software, and thereby aid and support certain behavior, in this case creativity.

Link:

<http://steffenbnielsen.com>



NAME:

Trine Bang Pedersen

STUDY:

Interpersonal Communication

Why CG:

The CG semester sounded very intriguing and innovative (and also highly “not uni”) and I couldn’t wait to go through a semester with morning training and a focus entirely on creativity and creative methods. I expect to dwell more into my own creativity and to get an overall understanding of creativity. In this way I expect to become more creative in my future work(s) and be able to facilitate others in discovering their own creativity.

Project:

In my assignment B, I am working on how Argentine Tango can be used as an communicational tool for people who are recovering from an illness, a loss, etc in order to re-connect to the world again. I am using CG methods in developing my idea and maybe I will implement some of the methods like 3D-cases in the dancing lessons.

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Name:

Eileen Batey-Ijoh Besong

Study:

Culture, Communication and Globalisation- Organisation and Leadership

Why CG:

I had always wanted to study out of my field for the purpose of acquiring new knowledge and versatile skills. My experience at CG was very unique and exceeded my expectations. Not only did I achieve my objective but CG has contributed so much in enabling me understand myself better both on an academic and professional level, through tools and techniques on how to focus, think and examine problems creatively which I have incorporated in my studies and will do so in my future career. I would recommend this program to everyone.

Project:

My Creative Genius project was focused on improving women's productivity in organisations by addressing the main challenge women experience which is balancing work and family responsibilities. The aim of the project was to challenge vertical patterns of thinking and document how organisational problems can be solved creatively.

Link:

None



NAME:

Christoffer Saaby M. Christensen

STUDY:

Culture, Communication and Globalization -International relations

WHY CG:

I got intrigued by the Creative genius semester because I know another one who completed the semester and he sold it so well, that I had to do it myself. I felt like I needed to do something very different from what I had done so far at the university and in the academic world. The Creative genius semester change my perception on what creativity is and how it can be used. I never thought that my own creativity could be so much related to my professional profile. I have always wanted to use my creativity more because I see myself as a creative person, but I never saw the link to my academic life. The Creative genius semester has given me the ability to see my options and my ideas more openly and given my something, which I believe, no other semester could have given me.

PROJECT:

My Creative genius project was centering about creating a communication model for a healthy and sustainable communication. The focus was on organizations but the model should also be usable in a smaller setting. The model would deal with pre-communication, the actual communication and post-communication. The idea was to create a positive loop and awareness for educating people to have a positive and constructive contact with each other in dealing with problems and tasks.

LINK:

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NAME:

Carlos Fonseca

STUDY:

Master of Science (MSc) in Information Technology, IT Management in Information Architecture

WHY CG:

The Creative Genius semester is a great fit for students of IT system design related fields, since you will be given tools on how to improve your own creativity and the creativity of others, which in turn should help you develop more innovative products and services. You will also be introduced to processes such as Design Thinking, as well as the Creative Platform, among others, which will be great for your future career as designer.

PROJECT:

An exploratory project on using creative training activities and methodologies in the design of an IT based startup during Startup Weekend Aalborg. The project continued for 3 more weeks with IT entrepreneurs.

LINK:

Prototype developed during Startup Weekend Aalborg <https://youtu.be/cadKLey2rFM>



NAME:

Silvie Vale

STUDY:

Development and International Relations, Global Gender Studies

WHY CG:

I decided to join CG because I saw it as an opportunity to step out of my comfort zone, and challenge my way of thinking and solving problems. Spending a whole semester learning how to be creative within your field of interest, and sharing that experience with a group people with different backgrounds is really something unique and worthwhile. It truly changed me. It made me more confident and daring, and made me more aware of the world surrounding me.

PROJECT:

My project consisted in using a diversity of creativity tools and processes to produce ideas for the purpose of educating people about a series of social and environmental issues, and consequently, provoke positive social changes. The final result of my project was the development of a business concept within social entrepreneurship that combines fashion, journalism, activism and sustainability.

LINK:

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NAME:

Kristina Elrum

STUDY:

Culture, Communication and Globalization

Why CG?

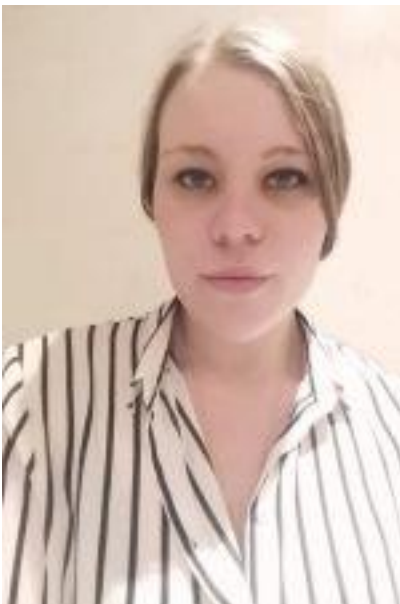
On my nine semester, I got the opportunity to take creative genius of course. One of my teachers had recommended this semester because she had previously seen how much a former student had learned through the course. I have learned a lot on this course, especially about myself and how I can use creativity in my work. However, I will say that the greatest experience in this course have been the self-development it have given me.

Project:

My project war about how to challenge the term of masculinity. I have during my previous study always been interested in masculinity. But in this semester, I had the opportunity to see the topic from a new angle, which I can use in my future work and in my thesis.

Link:

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Name:

Alan Tahhan

Study before creative genius:

Biomedical Engineering and Informatics

Why CG:

To get a deeper understanding of my own perceived creativity. To be able to use creativity research knowledge on how I practically solve problems, have proven to open new doors and opportunities for me.

Project:

I wanted to kick-start the on-going creative culture revolution in Aalborg. My project has been a stepping towards my own entrepreneurship in practical creativity and innovation for other companies.

Link: <https://dk.linkedin.com/in/alan-tahhan-a6a75085>



Name: Tobias Ibler

Study before creative genius:

Bachelor of Arts (B.A.) in Business Administration, Master of Science (M.Sc.) in International Information Systems

Why CG?:

I chose to study Creative Genius to enhance my personal creativity and to learn how to use my creativity to generate and develop original ideas in my own profession.

Project:

The main idea of my project was to find ways how to use modern technologies like mobile devices or 3D printers to improve the workout experience of many people.

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<https://www.facebook.com/tobias.ibler>



NAME:

Maartje Leemans

STUDY:

Masters Biomedical Engineering,

WHY CG:

I chose to do the Creative Genius semester because I was interested to learn something (more) about my own creativity and to help others unlock their creative side; I thought it would add something useful and exciting to my skill set and give me an edge later on in my professional field. I was looking forward to experience a different topic and teaching style than my 'normal' education and living abroad again, taking in a new culture and city.

PROJECT:

I chose to approach the premise of my education Biomedical Engineering, 'the future of medicine', through the medium of visual arts. I made illustrations trying to convey the emotions and ethical questions the topic 'what will humans look like in 100 years due to the space race to mars?' might provoke

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