Anna Craft's work touched on many aspects of creativity, but one thread that resonated especially strongly with Guy was her concern with the thorny cultural and moral issues raised by the current fetishisation of creativity, both in education and in the anti-ecological world of 'conspicuous consumption'. In this lecture, Guy will build on this concern of Anna's and explore the central role of value in the creative process. How, in the heat of the creative moment, do we know, and honour, that which is truly and deeply worthwhile, and not get swept away by the facile, egotistical or exploitative? And can recent thinking in the science of 'embodied cognition' help us to keep a firmer grip on what Antonio Damasio calls our 'visceral rudder'?

To book a free place, please RSVP to Karen Kenny: kk316@exeter.ac.uk
This is the second of the Anna Craft memorial lectures which are now given annually in memory of this influential educator and teacher whose work in creativity in education remains an important force in the shaping of theory and practice in this field. The lectures are being jointly organised by the two universities in which Professor Craft worked at the time of her death: The Open University and the University of Exeter. As last year, this second lecture is held in association with the BERA Creativity SIG which Professor Craft initiated with Bob Jeffrey.

The intention of the annual memorial lectures is to help sustain her legacy and thus to disseminate the best contemporary thinking about creativity and education, both in the UK and internationally. This second lecture will be given by Professor Guy Claxton following on from the BERA Creativity SIG event: *Advancing Creativities Research: Making Connections across Sectors and Settings*. Guy is an internationally recognised leader in the field of creativity whose work has been seminal in developing young people’s learning and creative capacities, especially those that are intuitive and embodied.

All are welcome: Researchers, policy makers, teachers, PhD students, colleagues, family and friends. Following the lecture, there will be time for informal discussion with colleagues attending. We recommend early booking to secure your place.

3.15pm pm Welcome
3.25pm Lecture by Professor Guy Claxton
4.25 pm Questions and discussion with Professor Guy Claxton
4.40 pm Reception (closes 5.45pm)

**Professor Guy Claxton MA(Cantab), DPhil(Oxon), FBPsS, FAcSS**

Guy Claxton is the author of many books and articles, including *Hare Brain, Tortoise Mind: Why Intelligence Increases When You Think Less* (1997), *The Wayward Mind* (2005), *What’s the Point of School?* (2009), *The Creative Thinking Plan* (2008), and *New Kinds of Smart* (2010), the latter two written jointly with Bill Lucas. *The Learning Powered School: Pioneering 21st Century Education* (2011) lays out a practical, detailed road-map for culture change in schools. The Building Learning Power approach to creating learning cultures in families, schools and colleges has influenced youngsters’ lives throughout the UK and internationally. In 2015 Guy published two contrasting books. *Educating Ruby: What Our Children Really Need to Learn* (again with Bill Lucas) is a call to arms to parents to work with schools for the kind of education their children deserve. In the more scholarly *Intelligence in the Flesh: Why Your Mind Needs Your Body Much More Than It Thinks* (Yale University Press), Guy argues strongly for a greater appreciation of the body’s role in intelligent and creative thought in all walks of life, especially education. Guy is a Fellow of the British Psychological Society, the Academy of the Social Sciences and the Royal Society of Arts. He is Emeritus Professor of the Learning Sciences at the University of Winchester, where he co-directed the Centre for Real-World Learning. He is also Visiting Professor of Education at King’s College London.