



**Summer School - C Week UP 2018**  
**"CREATE DIFFERENTLY" on 3 & 4 July 2018**

**Press Release**

For the first edition of its C Week UP summer school, Centrale Nantes offers executives and entrepreneurs the opportunity to take a step back from and rethink their business and practices to "create differently". The summer school will be held on 3 & 4 July, 2018 in Nantes.



**Revisit one's activity and see it differently**

By 2030, with the digital revolution, 50% of today's professions will have disappeared or will have been transformed; this digital transformation will bring about new human, managerial and strategic demands. In today's fast-paced workplace we respond without taking stock. Solutions do not present themselves while we focus on day-to-day business, but only if we can take a step aside from our professional activity.

**Take participants out of their comfort zone**

C Week UP will bring together executives and entrepreneurs from diverse backgrounds to draw on collective intelligence to find solutions. This event will inspire participants to leave their comfort zones and innovate, develop their imagination, see the bigger picture and adapt to the emerging market. C Week UP allows you to sharpen your senses on new consumption patterns, to find innovative solutions, to surf a new wave of collaboration, to design a product for tomorrow, to communicate differently and so on.

**C Week UP provides a new space between the workplace and home to learn, kindle new ideas and finally, initiate an unexplored network in the "Create differently" environment.**

**Programme:**

- 2-speaker conference: What happens in the brain when we create? – **Prof. Philippe DAMIER, neurologist** – How is creativity experienced across the world? – **Andrès MALAVE, Intercultural Communication Consultant**
- 1 creative sprint
- 2 experimental stations, out of a choice of 6: *Constellation, Surf on the unexpected, The thread of creativity, Innovation through story-telling, Le creative body, The power of the visual image*
- 1 feedback session

Neurologists, coaches, entrepreneurs, directors, comedians, artists, and consultants will give lectures, run experimental stations and help the participants put this summer school experience into perspective and translate it into their professional context.

The detailed programme is available [here](#) and information about the speakers [here](#)

Use this [link](#) to register for C WEEK UP.

**Press contact:**

Centrale Nantes - Emilie Demange – 02 40 37 16 90 – [emilie.demange@ec-nantes.fr](mailto:emilie.demange@ec-nantes.fr)