Eureka Translational Creativity

In 2011, the time was ripe for the Eureka Institute for Translational Medicine to add art into its program: Eureka Translational Creativity was born. Translational Creativity was developed to complement Eureka's education and community building initiatives.

Anna van Suchtelen and Brian Goeltzenleuchter are internationally respected artists who have a long history of collaboration. Their Eureka workshop When to Throw a Painting to a Drowning Man highlights the false dilemma of considering art and science as binary opposites. Focusing instead on the commonality of innovation, the artists produced curriculum for science innovators who strive to come to terms with the uncertainty that comes with working collaboratively and across disciplinary borders.

The core theme of the workshop is that creativity is not a talent that one either has or does not have: rather, it is a tool that can be activated and deactivated. Through participating in hands-on and often laughter-inducing group activities, students learn when, why, and how creativity can be deployed in their professional lives.

Translational Creativity CV

2011 – Artists-in-Residence: Brian Goeltzenleuchter and Anna van Suchtelen
2012 – Film release: When to Throw a Painting to a Drowning Man
2013 – Artist-in-Residence: Kate Breakey; Artwork: The Syracuse Still Life
2014 – Artists-in-Residence: Brian Goeltzenleuchter and Anna van Suchtelen; Workshop: When to Throw a Painting to a Drowning Man, Artwork: Paintings for Drowning Men Artists' Multiple
2015 – Artists-in-Residence: Brian Goeltzenleuchter and Anna van Suchtelen; Workshop: When to Throw a Painting to a Drowning Man, Artwork: Paintings for Drowning Men Hardbound Folio

On the film

When to Throw a Painting to a Drowning Man is an artist-made self-help video that shows how creativity can be useful to anyone. The video offers parables and exercises that evoke the structure of a self-help book. It celebrates the transcendent nature of creativity, examining its potential as a skill and tool for problem solving, critical thinking, networking, and team building. (http://vimeo.com/47049893)