



## Bay Area Discovery Museum

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**PUBLIC INFO**  
415/339-3900  
baykidsmuseum.org

**HOURS**  
Tues-Fri, 9am-4pm  
Sat-Sun, 10am-5pm

**ADMISSION**  
\$8 children (1-17)  
\$10 adults  
\$8 seniors (62+)  
Free under 1 & members

# NEWS

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### For Immediate Release

November 2007

Hi-Res Images Available at

[http://www.baykidsmuseum.org/about\\_us/for\\_journalists/](http://www.baykidsmuseum.org/about_us/for_journalists/)

### **\*\*Discovery Forum Features Sir Ken Robinson, International Expert on Creativity\*\***

#### **Discovery Forum**

Learning is Child's Play: Celebrating the Role of Creativity in Learning

Monday, February 11

11:30 a.m. – 1:30 p.m.

Ritz-Carlton Hotel

600 Stockton Street

San Francisco

Individual ticket \$125; Reserved table for ten \$1,250

For more information or to purchase tickets call Jessica Watson, Event Planner and Council Liaison at (415) 339-3958

The Bay Area Discovery Museum, Board of Trustees, co-chair Lily S. Beischer, event advisor Amy Schoew, and Discovery Council co-chairs Courtney Finnegan and Julie Vlahos, are honored to present keynote speaker Sir Ken Robinson, author of the groundbreaking book *Out of Our Minds: Learning to be Creative*, as he makes an irresistible case for the importance of creativity in the 21st century. The Discovery Forum raises support for the Museum's educational programs and exhibitions, and serves to increase awareness about current topics in education.

#### **Sir Ken Robinson Makes the Case for Creativity**

Drawing from his groundbreaking book, *Out of Our Minds: Learning to Be Creative*, Sir Ken Robinson will explore why too many are locked into a model of education shaped by the Industrial Revolution and a narrow idea of academic ability. Urging schools and colleges everywhere to urgently rethink basic assumptions about intelligence and achievement, Sir Ken focuses on the vital questions: Why is it essential to promote creativity? What's the problem? Why do so many adults think they're not creative? Most children are buzzing with ideas. What happens to them as they grow up? What should be done? Is everyone creative or just a select few? Can creativity be developed? If so, how? In exploring these questions, Sir Ken argues for radical changes in how we educate all students to meet the extraordinary challenges of living and working in the 21st century.

#### **About Sir Ken Robinson**

Sir Ken Robinson is an internationally recognized leader in the development of creativity, innovation and human resources. Now based in Los Angeles, he has worked with national governments in Europe and Asia, with international agencies, Fortune 500 companies, not-for-profit corporations and some of the world's leading cultural organizations. They include the Royal Shakespeare Company, Sir Paul McCartney's Liverpool Institute for Performing Arts, the Royal Ballet, the Hong Academy for Performing Arts, the European Commission, UNESCO, the Council of Europe, the J Paul Getty Trust and the Education Commission of the States. For ten years he was Professor of Education at the University of Warwick in England and is now Professor Emeritus.

In 1998, he led a national commission on creativity, education and the economy for the UK Government bringing together leading business people, scientists, artists and educators. His

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report, *All Our Futures: Creativity, Culture and Education* (The Robinson Report) was published to huge acclaim. The London Times said: 'This report raises some of the most important issues facing business in the 21st century. It should have every CEO and human resources director thumping the table and demanding action'. He was the central figure in developing a strategy for creative and economic development as part of the Peace Process in Northern Ireland, working with the ministers for training, education enterprise and culture. The resulting blueprint for change, *Unlocking Creativity*, was adopted by politicians of all parties and by business, education and cultural leaders across the Province. He was one of four international advisors to the Singapore Government for its strategy to become the creative hub of South East Asia.

Sir Ken is in high demand as an inspirational speaker with a unique talent for conveying profoundly serious messages with enormous humour and passion and wit. He speaks to audiences throughout the world on the creative challenges facing business and education in the new global economies. His latest book, *Out of Our Minds: Learning to be Creative* (Wiley-Capstone) is described by *Director* magazine as 'a truly mind opening analysis of why we don't get the best out of people at a time of punishing change.' John Cleese said: 'Ken Robinson writes brilliantly about the different ways in which creativity is undervalued and ignored in Western culture and especially in our educational systems.' In 2005 he was named as one of *Time/Fortune/CNN*'s 'Principal Voices'. In 2003, he was knighted by Queen Elizabeth II for services to the arts.

#### **About the Bay Area Discovery Museum**

Located at the foot of the Golden Gate Bridge, the nationally recognized Bay Area Discovery Museum is a one-of-a-kind indoor/outdoor family museum that offers a full range of activities for children ages 8 and younger. The Museum's unique programs feature hands-on art and science exhibits, performances, workshops, cultural festivals and special events -- all with a focus on fun!

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