Opening of the
Student Project House

Critical Thinking:
Human Creativity,
Big Data,
Machine Learning

Lecture, workshop, and discussion

Tuesday, October 26 and
Wednesday, October 27, 2021
ETH Zentrum

Critical
Thinking
ETH

ETH zürich

Critical Thinking: Human Creativity, Big Data, Machine Learning

On the occasion of the opening of the Student Project House at ETH Zentrum, Critical Thinking ETH is organising a presentation on "Creativity and Digital Transformation" and a workshop with expert panel and open discussion on "Creative thinking in the era of Big Data and Machine Learning".
The Student Project House is intended to be a laboratory for students to practice individual creativity and develop their own ideas. At the same time, there are fears that our creativity will become increasingly expendable through the use of computers and algorithms, since Big Data and machine technology will enable us to achieve our goals much faster in the future than inadequate human thinking. Do we still need spaces for creative thinking when artificial intelligence will soon be able to think better than we can?

Lecture with discussion
Creativity and Digital Transformation
Tuesday, October 26, 2021, 2:15 p.m., Alumni Pavillon (MM C 78.1)
Luc de Brabandere, fellow and senior advisor at Boston Consulting Group

In June 2008, Chris Anderson, then editor-in-chief of Wired Magazine, published an article titled "The End of Theory. The Data Deluge Makes the Scientific Method Obsolete." This revolutionary notion raised some philosophers' awareness. Could we really work without concepts and without theories? Is Plato and Aristotle's legacy suddenly threatened? The answer is complicated and this presentation will enable participants to see how, since the Internet appeared, the nature of the creativity challenge has changed. If "thinking outside the box" remains essential for new ideas, imagining "new digital boxes" becomes even more important.

Luc de Brabandere is a corporate philosopher, fellow and senior advisor at Boston Consulting Group. Based in Brussels, he is co-author of Thinking in New Boxes: A New Paradigm for Business Creativity (Random House, 2013). He is a member of the faculty of various Universities. He leads strategic seminars with boards, executive committees and the management of companies and various organisations. He helps people looking to develop new strategic visions, new products and services, and long-term scenarios to prepare for the future.

Seminar with panel discussion
Creative thinking in the era of Big Data and Machine Learning
Wednesday, October 27, 2021, 09:00-11:30, VisDome – ETH Kuppel (HG K30.1)

Based on this topic, the tension between Machine learning - Big Data - human creativity will be addressed. Or somewhat exaggerated: «Why do we still need student makerspaces if machines will be able to do everything better in the future?» or «Do we still need makerspaces and creative thinking spaces precisely because machines will not be able to do everything better in the future?»

Discussion Panel:
- **Luc de Brabandere**, fellow and senior Advisor at Boston Consulting Group
- **Urs Brändle**, PhD in biochemistry, project manager computational competencies in teaching (Rectorate ETH), previously study coordinator at ETH's Department of Environmental Sciences
- **Hannes Mayer**, senior researcher, Department of Architecture, machine learning/AI in connection with architecture
- **Hongyang Wang**, doctoral student, Department of Civil Engineering, decentralized ledger technology, governance in AEC, technology in architecture

Co-organised by:
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Both events can be attended individually.
COVID certificates compulsory for participation.