

Conference Programme

Originality and Creativity in Everyday Arts

A BSA Postgraduate Forum Regional Event

12 May 2025, Violet Laidlaw Room, 6th Floor, Chrystal Macmillan Building, Edinburgh

Time	Session
10:00 - 11:00	Registration
11:00 - 11:10	Opening Remark by Dr Lisa McCormick , The University of Edinburgh
11:10 - 12:10	<p>The Art-Art: Creativity Within Professional Artistic Practices Presider: Jordan Lam, University of Cambridge</p> <p>Creativity in Music: A Philosophical Question, A Sociological Answer? (Anna Samosudova, University of Oxford)</p> <p>“It Just Happens Naturally”: How Meaningful Aesthetic Choices Shape a Pictorial Culture and Creative Career (Jiayi Tian, The University of Edinburgh)</p> <p>Using Ready-Made Dolls in Turkish Art as Feminist Interventions (1974-2003) (Nergis Abiyeva, Istanbul Technical University)</p>
12:10 - 13:00	Lunch and Coffee
13:00 - 14:00	<p>The Quasi-Art: Aesthetic Expression in Everyday Life Presider: Dr Laura Harris, University of Southampton</p> <p>So You Are an Original Girl Too? The Paradox of Originality in a Chinese Online Subculture (Ningxiang Sun, The University of Edinburgh)</p> <p>Forwarding on Instagram: A Curatorial Act for Intimacy (Jordan Lam, University of Cambridge)</p> <p>Demystifying Fashion: A Qualitative Sociological Inquiry into the Art of Everyday Dress (Meijia Gloria Wu, University of Cambridge)</p>
14:00 - 14:30	Tea break
14:30 - 15:30	<p>The Non-Art: Creative Practices Beyond Traditional Artistic Domains Presider: Dr Linzhi Zhang, University of Cambridge</p> <p>Creative Storytelling for Inclusive Design: Bridging the Empathy Gap in Digital Health (Elisa Cardamone, The University of Edinburgh)</p> <p>Designing Harmony: The Multisensory Art of Feng Shui (Alisa Tom, The University of Edinburgh)</p> <p>Mapping as a Creative Practice beyond Objective Geographical Survey (Jun Zhou, Newcastle University)</p>
15:30 - 15:40	Break
15:40 - 17:10	Keynote by Prof Kat Jungnickel , Goldsmiths, University of London (including Q&A)
17:10 - 17:20	Concluding Remark