



CREATIVITY

AT MASSEY



MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA

01

THINK

DIFFERENTLY



“It’s our job at Massey to produce the next generation of creative thinkers.”

Steve Maharey Vice-Chancellor

Now more than ever, creativity has to be the single most important driving force in education. As New Zealand’s defining university, it’s our job at Massey to produce the next generation of creative thinkers. Massey holds a unique position in the national psyche. From its agricultural foundations, Massey graduates have embodied prized Kiwi virtues. They are capable, self-reliant and resourceful. Harness these to creativity and you end up with a force to be reckoned with.

Fifty years ago, universities were preparing young people to enter a very different kind of workforce, based on the expectation of a jobs for life. The world has changed beyond recognition, with massive advances in technology and the speed of communication. The challenges we face today are different from those we faced even 10 years ago, and the way we equip our young people needs to change radically to keep up.

Massey graduates today come from the creative arts, science, education, business, humanities and social sciences. They’re creative thinkers, team players and have the courage to take

informed risks. They’ve learnt to be flexible and positive in their approach and to find innovative solutions to problems.

Massey produces some of the world’s finest designers in fashion, film and industry. Massey scientists are on the brink of releasing a new protein that will help alleviate the world food shortage; we’ve developed new investment strategies; and we’ve transformed our unrivalled expertise in sheep farming into a niche global consultancy market. This is the kind of creative thinking that characterises Massey and the emerging breed of ‘new’ Kiwi.

Over three campuses in Albany, Manawatu and Wellington – home to the College of Creative Arts – Massey teaches subjects as diverse as textile design and psychology, agri-food and poetry writing. At Massey we value the creative impulse of the musician and the microbiologist equally. The key to success will be in recognising the importance of the creative dynamic between different subject areas. And crucially, this approach is building us a research capability with the power to influence on a world scale.





“Design is a process through which creativity is channelled and, whether applied to our social or business communities, design should enrich and improve our lives.”

Grant Alexander Graphic Designer (pictured)
Member of College of Creative Arts' Hall of Fame 2009





02

THINK
CREATIVE

When we think of the creative impulse, we think of the arts. Painting, sculpture, music, storytelling, and poetry are fundamental to what it means to be human and they are essential to understanding the way we learn.

At Massey we are proud of our strength in the arts and humanities – fine art, the teaching of literature and creative writing, music, philosophy, history and foreign languages. These disciplines form the bedrock for creativity across all three campuses.

Award-winning teacher Angie Farrow is a senior lecturer in the expressive arts who pioneered the teaching of Creative Processes in the School of English and Media Studies and in the College of Business. Drawing on dance, drama, visual arts, film and digital media, the course encourages students to harness their creative energy as a basis for becoming better ‘performers in life’, whether as artists, teachers, entrepreneurs, marketers or future leaders.

Likewise, senior lecturer Dr Bryan Walpert in the School of English, himself also a winner of the National Tertiary Teaching Excellence Award, is convinced of the importance of teaching creative writing and not just as part of an English degree. He believes that learning to follow the language, rather than our intentions, has a lot to teach us in many areas of life, and it often leads – for example, in science – to fruitful discoveries.

A creative approach demands practicality and lateral thinking. The College of Business's *Arts and Leadership Festival*, organised by Dr Ralph Bathurst, explores what the arts can teach us about our interactions in management. This year's Festival explored issues in contemporary leadership practice by drawing on lessons from Haydn's Europe with music by the New Zealand String Quartet.

Massey's College of Education has pioneered a programme of inquiry-based and interdisciplinary learning for primary-level teaching. This creativity-centred approach to learning covers the full range of New Zealand

curriculum subjects, including dance, drama, music and the visual arts. A fundamental requirement of the programme is for teachers to draw on a range of their own experiences to help inform their teaching.

Te Pūtahi-ā-Toi, Massey's School of Māori Studies, occupies a central place on Massey's Manawatu campus. Its Māori visual arts programme is unique in the way it embeds rigorous creative training in a context of culture, tikanga and te reo. The results speak for themselves, with a stream of successful graduates carving out names for themselves in New Zealand and overseas.

“Creativity is the precursor to innovation.
It is at the core of everything we do.”

Pro Vice-Chancellor Professor Lawrence G. Rose
College of Business





Clockwise from top left: Performance students from the School of English and Media Studies; Textile fabric design by Amy Pyle; Massey photography student at work; Wall sculpture 'Ka Tuhiuhi Whenua' by Ross Hemera.

03

BRAINPOWER

Now more than ever, universities have a crucial role in nurturing the critical thinkers and entrepreneurial future-makers who may one day save the planet. The College of Sciences fosters creativity, inspiring scientists and engineers for innovation in the knowledge economy of the 21st century.

Since Sir Geoffrey Peren, who crossed a Romney sheep with a Cheviot to create the Perendale in 1956, Massey has led innovation in science and agriculture. Massey is home to leading researchers across the science spectrum, from veterinary science and agriculture to food technology, sports science, engineering, and the fundamental sciences that underpin all research.

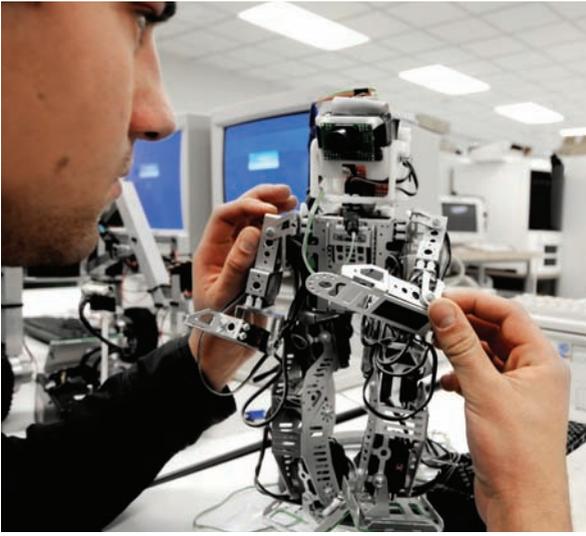
Primary food production is the driving force of New Zealand's economy, and Massey is focusing its research on finding better ways to produce foods that add value and boost exports, while maintaining the environment.

The Centre for Precision Agriculture, headed by Associate Professor Ian Yule, is at the cutting edge of research into pasture management and fertiliser distribution.

Researchers at the Institute of Food, Nutrition and Human Health have developed a food printer that produces a basic food product that can be infused with any colour or flavour and injected with nutritional components. Creative solutions like this could play a vital role in helping to address the world food shortage.

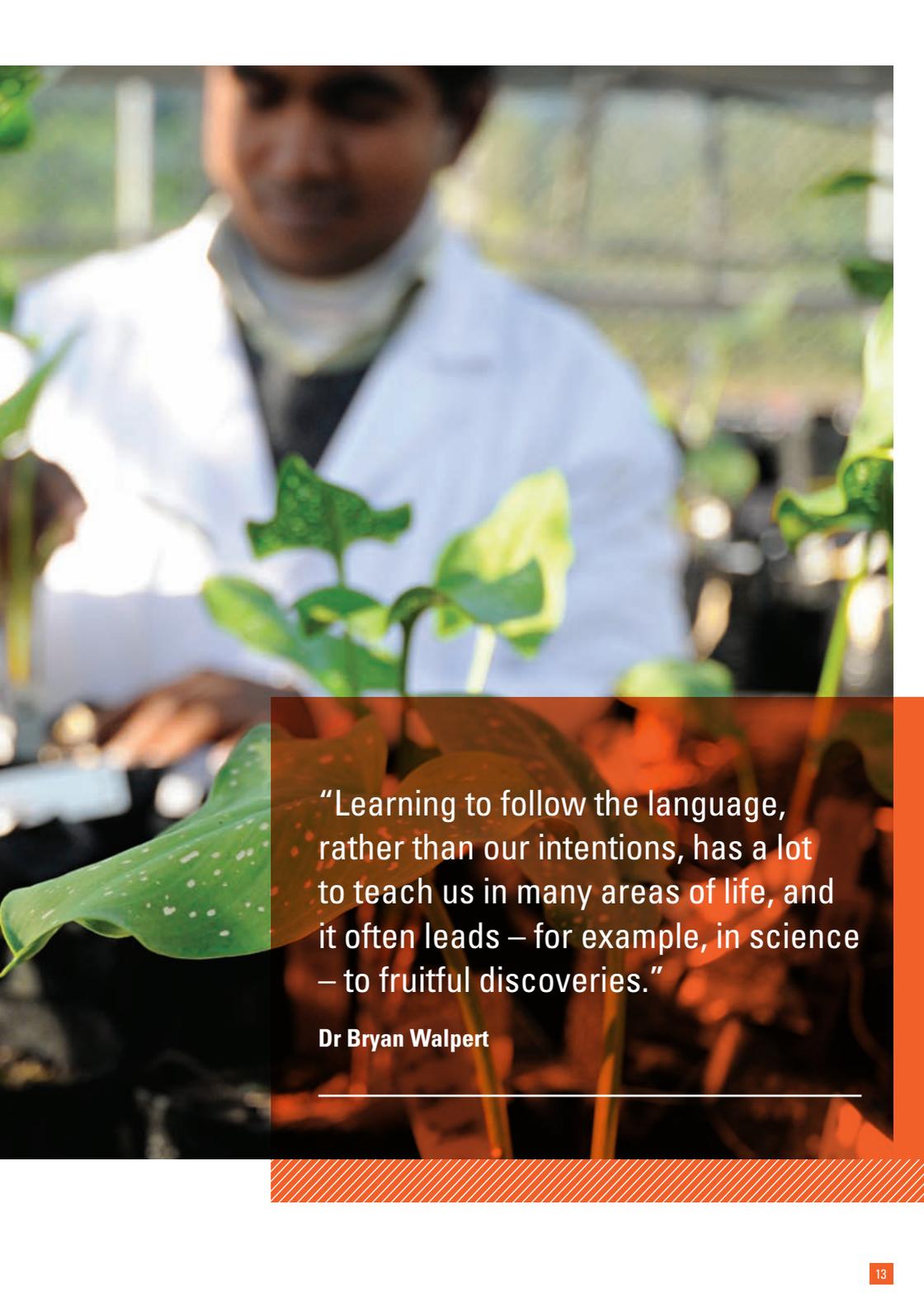
From the development of the helix cluster, a unique energy-saving supercomputer, to pioneering research into cortical brain simulation with Auckland City Hospital, Massey scientists are engaged in projects that matter in the real world.

IMAGE: LUKE COLES, INDUSTRIAL DESIGN



Clockwise from top left: Engineering student; Science and agriculture student; Elwyn and Hugh operating the CT scanner.





“Learning to follow the language, rather than our intentions, has a lot to teach us in many areas of life, and it often leads – for example, in science – to fruitful discoveries.”

Dr Bryan Walpert

04

DESIGN
EXCELLENCE

Massey Wellington, Centre for Creativity, is home to the College of Creative Arts, which grew out of the respected Wellington School of Design. Now celebrating its 125th anniversary, the College provides an integrated school of art and design.

Revolutionary creations such as the Fisher & Paykel dish drawer, the Apple iMac and Formway's 'Life Chair' all came about through the work of Massey graduates.

Leaders in New Zealand's creative and cultural industries include Massey alumni like fashion designers Kate Sylvester and New York's latest 'must-have' designer, Rebecca Taylor. Special effects wizard Sir Richard Taylor learnt the tools of his trade at Massey along with industrial designer Mark Pennington and graphic designer Grant Alexander.

A degree course at Massey trains students to think creatively and connect their ideas to the real world. The prestigious Dyson Product Design Awards were launched in 2001 to reward exactly this kind of creative excellence. It is no accident that Massey has produced 84 finalists and 17 gold medal winners. The students' consistently creative solutions to design issues range from Stephen Smith's ArcticSkin, a cooling vest to be worn by athletes, to Tim Cox's ultrasound tool, which measures the commercial worth of a forest.

IMAGE: COURTNEY VAN BEEK, GRAPHIC DESIGN



Clockwise from top left: Kate Sylvester Runway Collection Summer 2010; Formway Life Chair by Mark Pennington; Tim Cox and his ultrasound tool; Amber-Jean Hornsby – Gold BeST Award winner 2010; Stephen Smith and his ArcticSkin vest, winner of 2007 New Zealand Dyson Awards.







“I came to the Big Apple, New York City, 15 years ago, the day after graduation. I had \$600 and my portfolio: it wasn’t a lot but what I did have was an incredible education from Wellington School of Design.”

Rebecca Taylor, Fashion Designer
Member of College of Creative Arts’ Hall of Fame 2007



Rebecca Taylor Runway Collection Fall 2010.

05

LEADERSHIP

In times of economic challenge, creativity has been shown to be the most important quality in leadership. To be successful, business leaders of the future need to have more than just the paperwork that proves they are smart. They need to act on this brainpower – networking, embracing challenges and developing fresh ways of thinking.

A strong focus on creativity in the College of Business has led to the formation of a Social Innovation and Entrepreneurship Research Centre on the Albany campus with cross-college links. On the Wellington campus, the College hosts the New Zealand Centre for Small & Medium Enterprise Research, which looks at the entrepreneurs behind New Zealand's largest business community.

In practice this means ensuring that the interplay between diverse disciplines is kept alive. Two years ago Massey's School of Management and College of Creative Arts teamed up to offer a BA in business and fashion, the first of its kind. Students in the five schools of the College of Business – Accountancy, Aviation, Finance and Economics, Management and Communication, Journalism and Marketing – are offered course choices such as Entrepreneurship, Innovation and Creativity, New Ventures, Entrepreneurship and Small Business, and Enterprise Development, along with other supporting courses such as Creative Processes.

Community engagement is also a priority. Our College of Business hosts high-profile competitions such as the Young Enterprise Challenge and Global Enterprise Challenge, actively seeking and nurturing creative talent at high-school level. The University's ecentre has a crucial role to play in the creative strategy. With successes like SpeechSchool.TV, a business that helps migrants learn to speak the local lingo, ecentre helps to turn outstanding creative ideas into commercial reality. In placing creativity at the heart of its strategy, Massey University is a driving force in the positive future of New Zealand's economy.

“I started the visual communication and design course at Massey some 25 years ago, never imagining that this course would be the gateway to such an enjoyable career and one that I could experience without leaving the city of Wellington.”

Sir Richard Taylor (pictured)
Special Effects Designer at Weta Workshop

Member of College of Creative Arts' Hall of Fame 2007
Massey Distinguished Alumni 2010



06

**CREATIVE AND
CONNECTED**

In our commitment to finding the most creative approach to teaching, at Massey we're blending the best of established approaches with new online technologies so that learning is an engaging, interactive and transformative experience.

In 2009, Massey introduced Stream – a new online learning environment designed to make the transfer of knowledge and ideas more accessible and relevant to 21st century learners. It's just one of the creative innovations made possible by new digital technologies designed to build communities of learners wherever they are.

The world is now more digitally connected than ever. New hi-tech, hi-touch learning environments make it possible for Massey to extend our commitment to the provision of a high-quality university education to a geographically dispersed and culturally diverse population. We have the opportunity to contribute to innovation and knowledge transfer on a global scale. Our use of contemporary technology is leading edge as we seek to prepare graduates to be work-ready. Scenario-based learning is among these innovative teaching initiatives, using technology to create situations in a real context where there are real consequences for the students' chosen courses of action.

Our virtual veterinary clinic is a further creative solution in which students are confronted with diagnosing, treating and caring for scenario-based animals. Ethics and budgetary considerations are factored in. This process takes learning out of the textbook, from a purely scientific context to one that is social, with very real implications and consequences for the decisions students make.

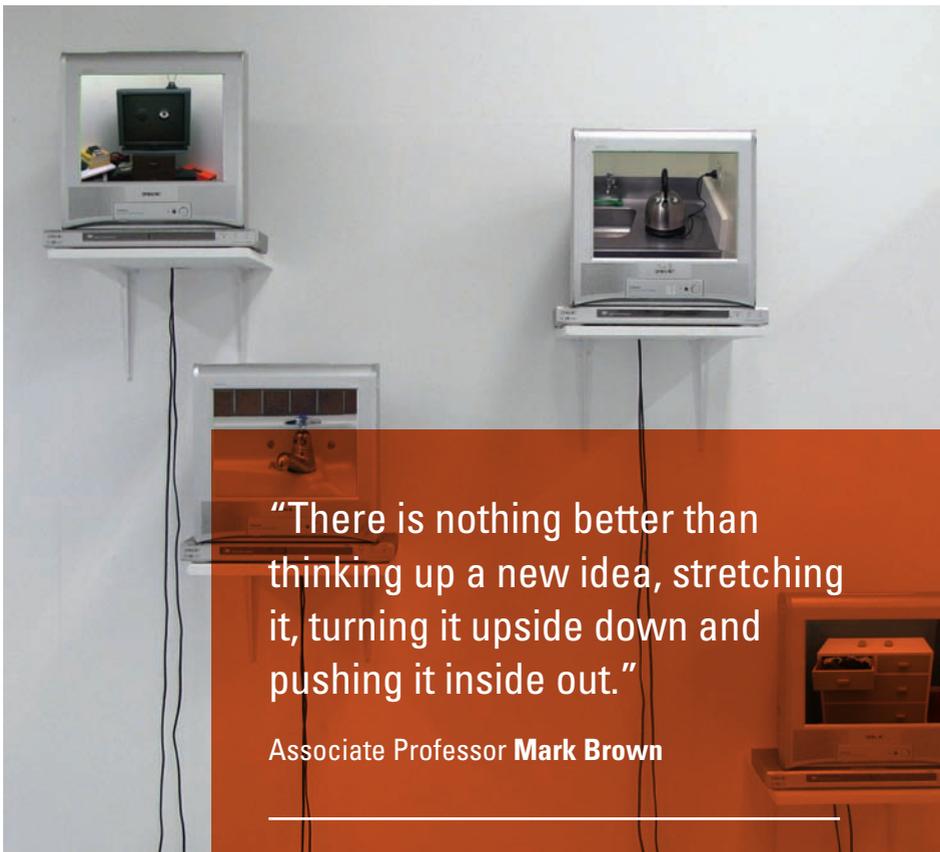
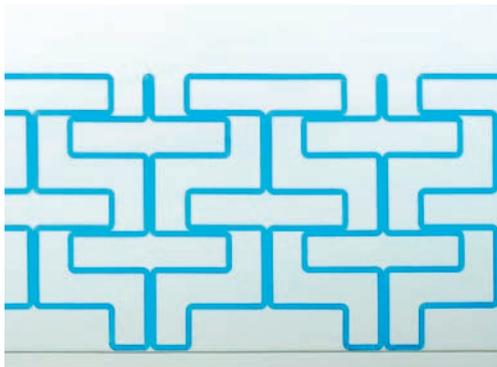
Learning doesn't stop at graduation. At Massey we understand that education is a life-long and life-wide process. That's why we offer courses and qualifications directed towards students of all ages and cultures and at all stages of their learning pathways – in this country as well as welcoming students from overseas.

IMAGE: THE DOWSE ART MUSEUM 'RAINSCREEN' BY SIMON MORRIS, SENIOR LECTURER, MASSEY SCHOOL OF FINE ARTS, ATHFIELD ARCHITECTS LTD AND FRASER ENGINEERING



Clockwise from above: Fine arts project 'Pump' by Associate Professor David Cross; Spatial design student working in studios; 'Manganese Blue Line', wall drawing by Simon Morris, senior lecturer, Massey School of Fine Arts; Fine arts project by Jessica Kidd.





“There is nothing better than thinking up a new idea, stretching it, turning it upside down and pushing it inside out.”

Associate Professor **Mark Brown**



Massey Wellington Centre for Creativity

Massey Manawatu Centre for Agri-food

Massey Albany Centre for Innovation



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