Jessica Heidrich - the flying beer maker

Date and Time: Thursday 19 April at 12.10–12.50
Place: Ljusgården atrium, Teacher Education Building

A lecture in partnership with Umeå School of Restaurant and Culinary Arts. Beer is not simply a beverage, it is also culture and a craft. During recent years the interest in high quality beers and microbreweries has risen dramatically, and Sweden is on the cutting-edge in the field of craft beers and smaller scale breweries.

One of the most well known “flying brewers” in Sweden is Jessica Heidrich. The fun title refers to highly nominated brewers that “borrow” an existing brewery and produces beer there during a fixed period. Jessica has a background as a researcher, microbiologist and sommelier, and today in one of Sweden's most successful beer makers.

She began in the beer industry as a student in Uppsala, then as a hobby brewer. Today she is a well-established name in the industry. In addition to creating St. Erik's Pale Ale, she is a four-time Swedish master in beer brewing and judges in international beer competitions at the highest level. Jessica will take you on a journey of the past, present and future of craft beer brewing.

Inspiration

http://www.thisiscolossal.com - A blog that explores the intersection of art, design, and physical craft.

http://www.uncrate.com - The digital magazine for guys who love stuff.


Do you have any inspirational sites or blogs that you want to share with the rest of the school? Send them in to wozzop@gmail.com

Culture at Campus

Welcome to the new library at the Arts Campus!

The library opens on Monday 16 April at 10 am. It is a small library space of about one hundred square meters and there is a small, but growing collection. So far there are nearly 1,000 volumes of books and magazines on contemporary art, architecture and design, so please feel free to leave purchase requests.

If you don’t already have a library card, please register first via the University Library website and then pick up your card in the library.

The opening hours are:

Monday 10 am – 4 pm
Tuesday 10 am – 6 pm
Wednesday 10 am – 4 pm
Thursday 10 am – 6 pm
Friday 10 am – 4 pm

New Library at the Art Campus

Credits

Thanks for your contributions.
Future articles & photos can be sent to: wozzop@gmail.com by Thursday evenings.
We love hearing from you!!
Editor: Daniel Jansson
Graphic Designer: Kerem Erdem Gök
Photos: Daniel Jansson, ShihYen Lo
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Cain: It’s never a good idea to organize society in a way that depletes the energy of half the population. We discovered this with women decades ago, and now it’s time to realize it with introverts.

This also leads to a lot of wrongheaded notions that affect introverts and extroverts alike. Here’s just one example: Most schools and workplaces now organize workers and students into groups, believing that creativity and productivity comes from a gregarious place. This is nonsense, of course. From Darwin to Picasso to Dr. Seuss, our greatest thinkers have often worked in solitude, and in my book I examine lots of research on the pitfalls of groupwork.

Cook: Tell me more about these "pitfalls of groupwork."

Cain: When you’re working in a group, it’s hard to know what you truly think. We’ve such social animals that we instinctively mimic others’ opinions, often without realizing we’re doing it. And when we do disagree consciously, we pay a psychic price. The Emory University neuroscientist Gregory Berns found that people who dissent from group wisdom show heightened activation in the amygdala, a small organ in the brain associated with the sting of social rejection. Berns calls this the “pain of independence.”

Take the example of brainstorming sessions, which have been wildly popular in corporate America since the 1950s, when they were pioneered by a charismatic ad executive named Alex Osborn. Forty years of research shows that brainstorming in groups is a terrible way to produce creative ideas. The organizational psychologist Adrian Furnham puts it pretty bluntly: The “evidence from science suggests that business people must be insane to use brainstorming groups. If you have talented and motivated people, they should be encouraged to work alone when creativity or efficiency is the highest priority.”

This is not to say that we should abolish groupwork. But we should use it a lot more judiciously than we do today.

Cook: What are some of the other misconceptions about introverts and extroverts?

Cain: One big one is the notion that introverts can’t be good leaders. According to groundbreaking new research by Adam Grant, a management professor at Wharton, introverted leaders sometimes deliver better outcomes than extroverts do. Introverts are more likely to let talented employees run with their ideas, rather than trying to put their own stamp on things, and they tend to be motivated not by ego or a desire for the spotlight, but by dedication to their larger goal. The ranks of transformative leaders in history illustrate this: Gandhi, Eleanor Roosevelt, and Rosa Parks were all introverts, and so are many of today’s business leaders, from Douglas Conant of Campbell Soup to Larry Page at Google.

Cook: Is there any relationship between introversion and creativity?

Cain: Yes. An interesting line of research by the psychologists Mihaly Csikszentmihalyi and Gregory Feist suggests that the most creative people in many fields are usually introverts. This is probably because introverts are comfortable spending time alone, and solitude is a crucial (and underrated) ingredient for creativity.

Cook: Can you give some other examples of surprising introversion research?

Cain: The most surprising and fascinating thing I learned is that there are “introverts” and “extroverts” throughout the animal kingdom — all the way down to the level of fruit flies! Evolutionary biologist David Sloan Wilson speculates that the two types evolved to use very different survival strategies. Animals “introverts” stick to the sidelines and survive when predators come calling. Animal “extroverts” roam and explore, so they do better when food is scarce. The same is true (analogously speaking) of humans.

Cook: Are you an introvert?

Cain: Yes. People sometimes seem surprised when I say this, because I’m a pretty friendly person. This is one of the greatest misconceptions about introversion. We are not anti-social; we’re differently social. I can’t live without my family and close friends, but I also crave solitude. I feel incredibly lucky that my work as a writer affords me hours a day alone with my laptop. I also have a lot of other introvert characteristics, like thinking before I speak, disliking conflict, and concentrating easily.

Introversion has its annoying qualities, too, of course. For example, I’ve never given a speech without being terrified first, even though I’ve given many. (Some introverts are perfectly comfortable with public speaking, but stage fright afflicts us in disproportionate numbers.)

But I also believe that introversion is my greatest strength. I have such a strong inner life that I’m never bored and only occasionally lonely. No matter what mayhem is happening around me, I know I can always turn inward.

In our culture, snails are not considered valiant animals — we are constantly exhorting people to “come out of their shells” — but there’s a lot to be said for taking your home with you wherever you go.

Source: http://www.scientificamerican.com/article.cfm?id=the-power-of-introverts

Wozzod editor’s note: Be sure to catch Susan Cain’s excellent TED talk about introverts at: http://www.ted.com/talks/susan_cain_the_power_of_introverts.html
VILL DU DELTA I HJÄRNFORSKNING?

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Som tack för besväret får du en bild på din egen hjärna!

Kontakta CJ Olsson, cj.olsson@ddb.umu.se för mer information.

* Text in Swedish since it is (unfortunately) only for Swedish students.