

## Ambassadors of the European Year of Creativity and Innovation 2009

Launch | Prague 07 January 2009



**Esko Aho**

Executive Vice President, Corporate Relations and Responsibility, Nokia. Statesman, former Prime Minister of Finland (1991-1995). Between 2004 and 2008 he was the president of SITRA, the Finnish Innovation Fund. He holds a Master of Social Sciences degree from the University of Helsinki.



**Karlheinz Brandenburg**

Head of Research Area "Electronic Media Techniques", and Director of Fraunhofer Institut for Digital Media Technology (IDMT). His dissertation at the University of Erlangen served as a basis for the development of modern audio-coding methods, like MP3, MPEG-2 and AAC.



**Edward de Bono**

Professor of psychology, and founder of the World Centre for New Thinking in Malta. He is the originator of lateral thinking which treats creativity as the behaviour of information in a self-organising information system - such as the neural networks in the brain. He graduated in Oxford from psychology and obtained a D. Phil. in medical research.



**Dominique Langevin**

Physical chemist, director of research at the Centre National de la Recherche Scientifique (CNRS) a specialist in foams and emulsions. Winner for Europe of the highly prestigious L'Oréal-UNESCO Award for Women in Science (2005). She obtained her degree in physics at the École Normale Supérieure, Sèvres.



**Áron Losonczy**

Architect, inventor of LiTraCon (light-transmitting concrete). He studied at the Budapest University of Technology and Economics (Faculty of Architecture) and the Kungliga Tekniska Högskolan at Stockholm. His invention won several design and innovation awards, including Red Dot: best of best (2005); Leaf Awards (2006); IF Material Award (2008)



**Bengt-Åke Lundvall**

Professor at the Department for Business Studies, University of Aalborg and Research Manager for Danish Research Unit for Industrial Dynamics (DRUID). Leading European researcher on innovation. He obtained his scientific degree at the University of Gothenburg, Sweden.



**Radu Mihăileanu**

Film director, screenwriter and producer living in France. He left Romania in 1980 and graduated at the IDHEC cinematographic institute in Paris. He also published poems in a book named "Une vague en mal de mer". Films: Le Concert (2009); Va, vis et deviens (2005); Les Pygmées de Carlo (2002); Train de vie (1998); Bonjour Antoine (1997); Trahir (1993); Les quatre saisons (1980)



**Blanka Říhová**

Microbiologist, deputy director and head of Division Immunology and Genetic Biology at the Institute of Microbiology, Academy of Sciences of the Czech Republic. She has obtained her scientific degrees at the Charles University in Prague and at the Czechoslovak Academy of Sciences.



**Ernő Rubik**

Inventor, sculptor and professor of architecture. He is best known for the invention of mechanical puzzles including Rubik's cube, Toy of the Year in 1980-1982 in several countries. He obtained his degree at the Budapest University of Technology, and the Hungarian University of Applied Arts (today: Moholy-Nagy University of Art and Design).