



# PROPOSERS' DAY

26-27 September 2012 - Warsaw



European  
Commission

## FET – Future and Emerging Technologies

Objective ICT-2013.8.1.c\*

### Towards formal understanding of Creativity

There is currently no 'Science of Creativity', and no deep understanding of the possibilities of 'Computational Creativity'. Whereas human-machine creativity is obviously possible, and can provide valuable insights when studied, autonomous creativity would be the more challenging target. There are no benchmarks or generally accepted ways of measuring and evaluating creativity, which raises further methodological challenges.

The objective aims to advance towards a science of creativity by multi-disciplinary investigations of the principles and technologies for autonomous creative systems.

#### Target outcome c\* Towards formal understanding of Creativity

- Advancing the measurable capability of computers to produce results assessed by humans as useful, original and surprising.
- Technological and theoretical insights on creativity, incorporating progress in relevant areas such as AI, psychology, sociology, neuroscience and cognitive science.
- Contribution to the understanding of human creativity.
- Innovative autonomous creative systems aiming to rise above the level of pastiche (mimicry).

#### Expected Impact

In particular\*:

- Deeper scientific understanding of creativity, fostering the synergy between understanding and enhancing human creativity, and new technologies for autonomous creative systems.

Call: FP7-ICT-2013-10

Funding scheme: STREP, Indicative budget : EUR 10 million

Deadline: 15 January 2013, at 17:00.00, Brussels, local time

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**\*This special FET initiative is implemented within Challenge 8 of the ICT workprogramme. Please refer to the full workprogramme for further information, on the other sub-objectives in Objective ICT-2013.8.1 on Technologies and Scientific Foundations in the field of Creativity.**

For full legal information about the calls for proposals, consult the ICT workprogramme  
<http://cordis.europa.eu/fp7/ict/docs/ict-wp2013-10-7-2013.pdf>