



FOR IMMEDIATE RELEASE
May 25, 2011

Meeting the Challenges of the 21st Century
SIR KEN ROBINSON
The Element: How Finding Your Passion Changes Everything
MATRIX: MIDLAND Festival 2011

**Sir Ken Robinson wants us to stop asking ourselves,
"How intelligent am I?"
On June 8 he'll tell us the RIGHT question to ask!**

MIDLAND – What does it take to achieve personal success and feel like you are in your element? Discover the answer from one of the world's leading thinkers and speakers on creativity and innovation when MATRIX: MIDLAND Festival 2011 presents **Sir Ken Robinson – *The Element: How Finding Your Passion Changes Everything*** on Wednesday, June 8, 7:30 pm at Midland Center for the Arts, 1801 W. St. Andrews Rd., Midland. The world-renowned innovator will help the audience understand how to enhance creativity in both personal and professional settings. He will show how focusing on "The Element" offers an essential strategy in transforming education, business and communities to meet the challenges of living and succeeding in the 21st century. Sir Ken Robinson's presentation is co-sponsored by MidMichigan Medical Center – Midland.

A public reception in the Brick Lobby immediately follows the presentation.

Tickets are \$30 for adults and \$18 for students, and are available at mcfta.org or by calling the MCFTA Ticket Office at (989) 631-8250 or (800) 523-7649.

**"If you're not prepared to be wrong,
you'll never produce anything original."**

Why don't we get the best out of people? Sir Ken Robinson argues that it's because we've been educated to become good workers, rather than creative thinkers. With a wry sense of humor, he looks at the conditions that enable us to find ourselves in *The Element* and those that stifle that possibility. He shows that age and occupation are no barrier, and that once we have found our path we can help others to do so as well.

Sir Ken Robinson has written a breakthrough book about talent, passion, and achievement. *The Element: How Finding Your Passion Changes Everything* provides a real platform for our futures; it is essential reading for anyone with children, unfulfilled dreams or a life still to live. The book, published in January 2009, takes a deep look at human creativity and education. *The Element* is the point at which natural talent meets personal passion. When people arrive at the Element, they feel most themselves and most inspired and achieve at their highest levels. *The Element* draws on the stories of a wide range of people, from ex-Beatle Paul McCartney to Matt Groening, creator of *The Simpsons*; from Meg Ryan to Gillian Lynne, who choreographed the Broadway productions of *Cats* and *The Phantom of the Opera*; and from writer Arianna Huffington to renowned physicist Richard Feynman and others, including business leaders and athletes. It explores the components of this new paradigm: The diversity of intelligence, the power of imagination and creativity, and the importance of commitment to our own capabilities.

“Great education depends on great teaching.”

A visionary cultural leader, Sir Ken led the British government's 1998 advisory committee on creative and cultural education, a massive inquiry into the significance of creativity in the educational system and the economy, and was knighted in 2003 for his achievements. He works with governments in Europe, Asia and the United States, and with international agencies, Fortune 500 companies and cultural organizations. The video of Sir Ken's famous 2006 TED Conference talk has been downloaded more than 5 million times and has been seen by an estimated 200 million people in over 150 countries. It is currently listed on the TED website as the most favorite video of all time.

“The Element offers life-altering insights about the discovery of your true best self. Full of fascinating anecdotes and true-to-life stories about people who have found their hidden treasure.”
~Stephen R. Covey, author of *The 7 Habits of Highly Effective People* and *The 98th Habit: From Effectiveness to Greatness*

<http://sirkenrobinson.com/skr/>

MATRIX:MIDLAND presents professional, world-class entertainment to the mid-Michigan region. For over 30 years, Matrix has hosted an extraordinary schedule of cutting-edge entertainment including cinema, music, comedy, family programs, world-renowned authors and more.

Midland Center for the Arts, Inc. is a non-profit, tax-exempt corporation formed under the laws of the State of Michigan incorporating six groups: Alden B. Dow Museum of Science and Art, Center Stage Theatre, MATRIX:MIDLAND, Midland County Historical Society, Midland Symphony Orchestra, and Music Society – Choral. Activities at Midland Center for the Arts are supported in part by the Michigan Council for Arts and Cultural Affairs, a partner agency of the National Endowment for the Arts. For the latest Center news, visit our web site at www.mcfta.org.

Contact:
Julie Dukes
Communications Manager
(989) 631-5930 x 1602
dukes@mcfta.org

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Midland Center for the Arts • 1801 W. St. Andrews Rd. • Midland, MI 48640 • (989) 631-5930 • (989) 631-7890 fax • www.mcfta.org