

COLORADO

CAFÉ SCIENTIFIQUE

TUESDAY 9 FEBRUARY 2010

at the Wynkoop Brewing Company

<http://www.wynkoop.com/>

Corner of 18th and Wynkoop in LoDo, Denver

About a block from Light Rail. Thirteen minutes by foot from Auraria.

FROM WARMING HEARTS TO BOILING RAGE: NONCONSCIOUSLY NAVIGATING DAILY LIFE

Lawrence E. Williams, PhD, Assistant Professor of Marketing,
Leeds School of Business, University of Colorado Boulder

We use physical terms literally, but also metaphorically. For example, we say a boss (who may work several floors below) is “above” a worker. We call some people warm, and others cold; we feel distant from some, but close to others. Dr. Williams received international attention with the publication in 2008 of a paper in *Science* titled: **Experiencing physical warmth promotes interpersonal warmth**, written with his mentor, JA Bargh. Another paper that year began: “Can the relative placement of salt and pepper shakers on one’s table influence feelings of emotional attachment to one’s dinner companion?” What do you think? And what does this tell us about our (or the moral philosophers’) notion of ourselves as strivers towards an Aristotelian ideal of human perfectibility—are we really a mass of tangled unconscious responses? What then to offer your date: A frosty brew, or a hot cup of soup? It’s unlikely anyone knows better than Dr. Williams!

EVERYONE IS WELCOME. The discussion starts at 6:30 in the Mercantile Room (no food service there). Come before 6 PM to leave yourself time to get something to eat, or stay and eat afterwards. We end around 8 PM.

There’s no charge. The Wynkoop is generously providing the facility; we buy our own drinks. It is first come, first seated, and **seating is limited** so that everyone can take part in the discussion.

The Colorado Café Scientifique is organized by an informal group of faculty from CU and institutions up and down the Front Range, as well as science fans from industry, government and elsewhere. We welcome your input, including ideas for speakers and topics. Bring them with you to the next Café, or e-mail them and any questions to John.Cohen@UCDenver.edu

Essential information on our Web site at: <http://CafeSciColorado.org>