



**HARNESSING
YOUR EMOTIONS
TO ENHANCE
YOUR CREATIVITY**

CONNECTING

PAULINA LAROCCA & TONY IBBOTSON

CONTENTS

16
38
56
106
136

ONE
THE PARADOXICAL NATURE
OF OUR CREATIVITY

TWO
CREATIVE HELL

THREE
UNLEASHING
OUR CREATIVITY

FOUR
CONNECTING
THE DOTS

FIVE
SEVEN CREATIVE
PARADOXES

FOREWORD

Connecting is an anti-road map to creative cultivation, full of mind-expanding paradoxes and soul-stimulating symbols that beautifully fail to answer any of our questions and instead pose much greater ones, creating a space for true creative explosiveness. It is a riotous immersion in the power of emotions to propel our creativity.

Paulina Larocca is a rare creative creature with a sorceress-like ability to unlock our truths, ourselves and our universal creative potential.

James Kerley
Creative Director, Author,
Storyteller and Executive Producer

CREATIVE HELL

TWO

**"AFTER ALL THESE
YEARS, I HAVE
COME TO REALISE
THAT I MUST GO
THROUGH A PERIOD
OF AGONY AND
TORTURE
BEFORE I HAVE A
BREAKTHROUGH."**

**HANS ZIMMER
COMPOSER**

A large tortoise is shown from a side profile, facing right. The word "DESPAIR" is overlaid in large, white, sans-serif capital letters across the top of the tortoise's shell and head. The tortoise's shell is dark brown with lighter, yellowish-brown scutes. Its head is extended, showing a textured, scaly surface. The background is a plain, light gray.

DESPAIR

Grief is a creative rush because it releases an emotional symphony of conflicted feelings – from sorrow, hopelessness, loneliness, vulnerability and rawness to renewal, release, reverence, reconciliation and joyousness.

It is, at once, tragic, poignant, humorous and nonsensical.



HEAVEN

THE BEAUTY OF
CONTRADICTIONS

HELL

For our civilisation to survive, we must engage more deeply with our creative nature. We must accept that both demon and god reside in each one of us and our emotional landscape traverses both heaven and hell. Until we can hold up a mirror to our true nature, the canvas of our creativity will not reveal itself. When we can see our virtues and vices reflected back to us, creativity will make its second coming.

**CREATIVITY
CONTAINS THE
MYSTERIES
OF THE**

**CREATIVITY IS THE AWAKENING
OF OUR CONSCIOUSNESS TO THE
MYSTERIUM TREMENDUM ET FASCINANS
– THE KNOWING THAT WE CANNOT
RATIONALISE, WHICH IS TERRIFYINGLY
POWERFUL, BUT ALSO MERCIFUL AND
GRACIOUS IN ITS GIFTS.**

UNIVERSE



**KILL YOUR DOUBTS
BEFORE THEY KILL YOU**

When you embark on a creative project, you will experience that nagging 'you are not good enough' feeling, because you will never achieve the level of perfection you see in your mind. This type of thinking can be deadly, because it prevents you from trying and failing. Both are required for creativity.

Your feelings of inadequacy are a gift because when harnessed properly, they propel you to act. Inertia, not fear, is the enemy of creation.

Esc

**CREATIVITY'S
BATTLE WITH
TECHNOLOGY**

To ease our pain, we create more innovations to buffer us from our environment, locking us in a vicious cycle with technology. We are addicted to its ability to increase our comforts and provide quick fixes, which is making us more short-tempered and impatient. Studies have shown the more comfortable our life is, the less we can cope with “problems” like traffic or slow internet.



The creative act is often associated with the birth of the new idea; however, it is the act of conception – that fuzzy moment when your perception shifts – when the real change happens. The knowledge gained cannot be undone. Our world is forever changed when our body and brain are permanently altered by the shift in our mind. Is it any wonder that we have a quasi-religious relationship with creativity?

SEEING BENEATH THE SURFACE

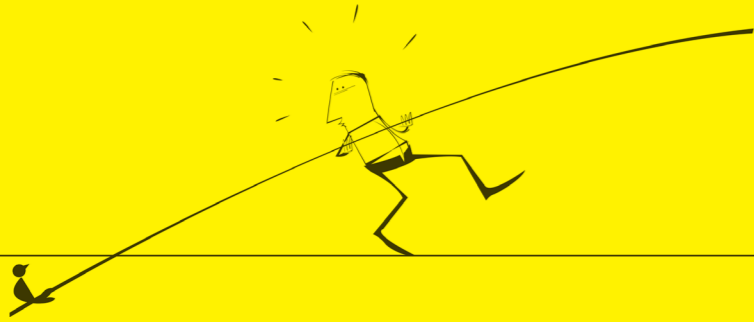
Give birth to lots of ideas and don't be afraid to share them. It might seem scary at first, but you need to expose yourself creatively. Embrace feedback even though it can be painful, as it can propel your creativity to new heights. The more ideas you spawn, the less afraid you'll be to let them...



LIVE



**OR
DIE**



THE COURAGE

TO CREATE

After every creative insight comes a period of readjustment when we integrate, orient and anchor ourselves in the world again. However, a creative life is a restless one. It won't

be long before the world becomes too small again and we find ourselves bumping up against the walls, desperately searching for ways out. We may not always like what is on

the outside – but living small is not an option. Whether we like it or not, we must press on.

A

CREATIVE

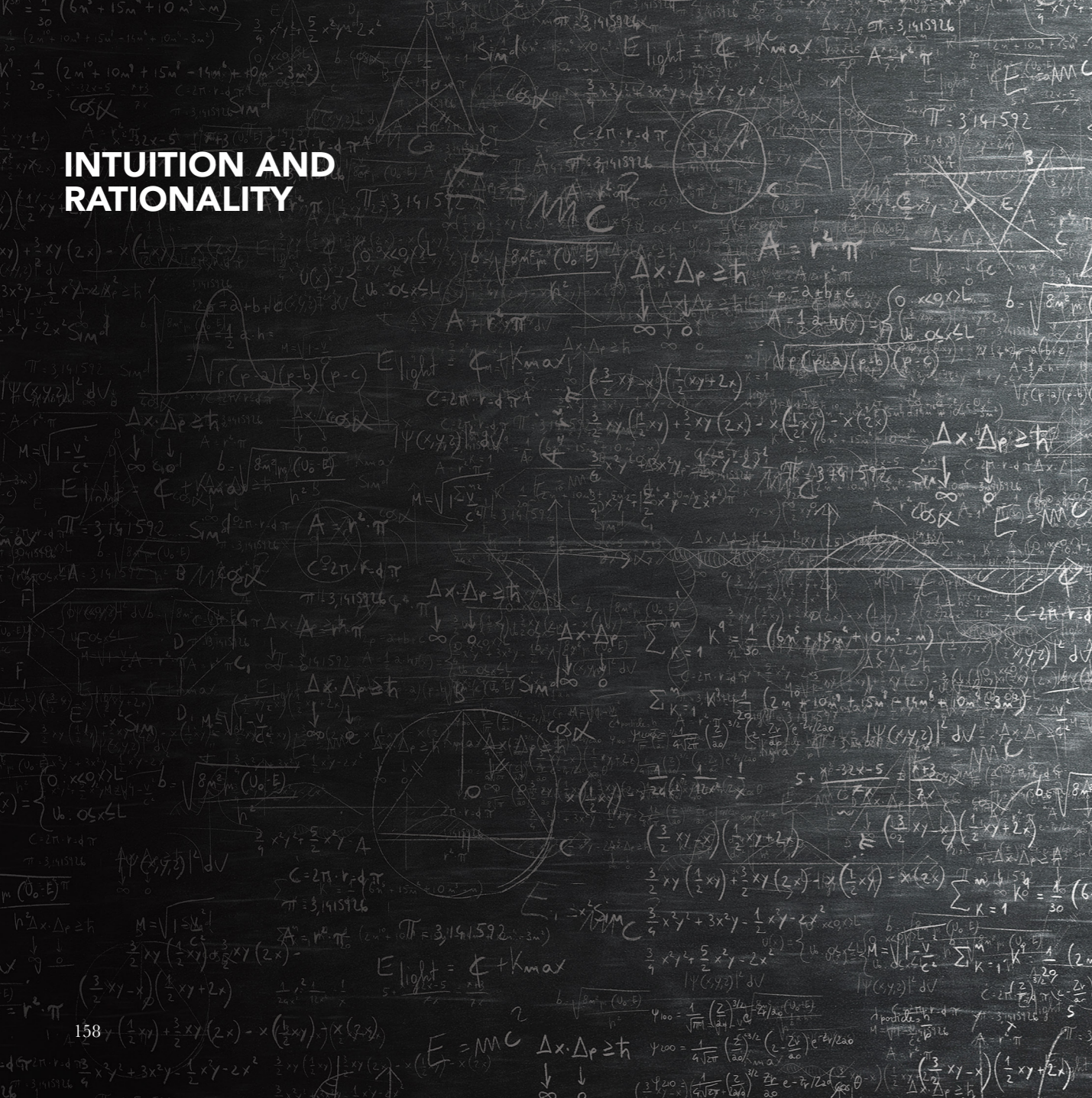
LIFE

IS

RESTLESS



INTUITION AND RATIONALITY



"*Connecting* will have you re-examining your relationship with creativity and will alter your perception of the role of emotions in the creative problem-solving process. A must-read for anyone who is seeking to connect more deeply with their creativity and looking for ways to nurture our most important gift."

J. Gippel, Creative Director

"*Connecting* touches on hard truths about the central role that emotions play in the creative process. At the interpersonal level, the truths can jar at times, in a timely way, but do so respectfully. As the book makes clear, emotion is a natural, instinctive state that cannot be separated from our creative thinking. Anyone seeking to leverage creativity with emotions will not be disappointed with *Connecting*. The lessons simply stick."

*John F. Cabra, PhD, Professor of Creative Studies,
State University of New York, Buffalo State*

Connecting is an homage to our creative forces. Each page is an illustrative example designed to enlighten, illuminate, challenge and provoke. You can start anywhere, dip in and out or read it end to end.

Drawing on insights from neuroscience and psychology, *Connecting* will

explore the paradoxical aspects of our emotional experiences that fuel our creativity. These ideas will come to life through a visually immersive experience that will connect you to your creativity and help you live a deeper, more meaningful life.

CONNECTING

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