

“I’m not trying to counsel any of you to do anything really special except dare to think. And to dare to go with the truth. And to dare to really love completely.”

R. Buckminster Fuller

Creativity explored

In Gulliver's footsteps

Introduction to the series

1. VOYAGE TO LILLIPUT
2. VOYAGE TO BROBDINGNAG
3. VOYAGE TO LAPUTA
4. VOYAGE TO HOUYHHNHM
5. VOYAGE TO THE CREATIVE SELF

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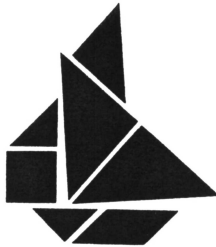
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*The very essence of the creative is its novelty,
and hence we have no standard by which to judge it.*
Carl Rogers

There is no frigate like a book□
To take us lands away



Nor any coursers like a page
Of prancing poetry.
This traverse may the poorest take
Without oppress of toll;
How frugal is the chariot
That bears a human soul !

Emily Dickinson



..."Especially one toy has always fascinated me, a kind of jigsaw puzzle called Tangram. It was in a small, square box, and on the lid was a landscape that wanted to pass for Chinese. The game consisted of a number of geometrical figures of black bakelite that you had to lay on squared paper of which certain squares were darkened so that they formed images: a mandarin, a rabbit, a tower, a lady with an umbrella. It seemed easy, but it wasn't. You had to completely cover the drawn shape with black pieces. I seldom managed to make it all fit. Almost always one piece was missing or left over. "

All people are lying, Alberto Manguel

Creativity explored – *the series*

Creativity

Books on creativity are generally speaking of two kinds. Those that tell us how to become creative by changing the situation, and those that tell us to become creative by changing ourselves. They will give practical advice as to the ways and means in which creativity may be attained.

This series does not want to do either! By our very nature we are creative but often unaware of that. So instead of giving lots of practical advice, it questions our routine ways of looking and interpreting the world. By way of many different viewpoints, anecdotes and metaphors it aims at '*YOU opening up your mind*' as to your personal creativeness. It is the up to you to decide if you will 'unlock' it. Be it outside the box, inside the box, within or without the box, any way will do as long as it is your way.

Much has been said and written about this subject. The number of articles on the web is witness to the enormous interest. It is a relatively modern word, its first appearance in the meaning in which we know it now, is at the beginning of the 19th century. The renaissance created the awareness that man can create, himself. Until then (wo)man lived in a 'God-created' world. Individual creativity stood at the cradle of the industrial revolution, man became the (co)creator, the ego entered the stage in a new form. The process of evolution is basically a process of awakening existing potential into awareness, and our creative potential seems unlimited.

It is one of those concepts –such as love, empathy, soul, truth, wisdom-- so much easier to recognize than to define.

It has fascinated mankind throughout the ages. All cultures have their own myths to explain the creation of the world and its inhabitants. The power to make things out of 'nothing' seemed and still seems, magical. It is so contrary to common sense and logic. Of course there is a difference between: create, creator and creativity. Creativity or creativeness –in this book- is about imagination, ideas, innovation, and paradigm shifts. And nurturing ideas into opportunities.

Practicing creativity involves seeing meaningful connections where others don't: inventions don't magically pop out of thin air.

* Did you know the idea of Velcro was conceived during a brainstorming session between NASA designers to find a replacement for zips on the spacesuits?

One person came up with the idea when he thought of how thorns stick to your clothes.

* Amazing is the development of audio: from vinyl 75 rpm to dvd; many steps in between but never a continuous linear process.



The computer has and is taking lots of laborious tasks. However, it is not very likely to replace the human imagination. It is man's creative ability that can explore hitherto unknown fields, and *creactivation* is the tool.

It requires a serious playful attitude that is not easily adopted in everyday working life. It is serious but not *deadly* serious, it is more like a *real life action play*. The crucial question is where I place myself in this game; if I see myself outside the process, then I am not the creator. You have to see yourself at the centre of the creative process. Then you can reframe or reverse the situation, search for analogies and metaphors, provoke your assumptions. It is the world where deadlines are replaced by lifelines. Things happen because you want them to, no matter whether the results feel (immediately) good or bad and irrespective of whether they bring any obvious benefit. The world can be reversed by simply asking "What if ...", and if impossible goals are set, a creative process will show the way. It is an excursion, a journey of exploration where a person or a group can feel open and receptive.

All research shows that creative people tend to introduce a question into their minds and then *relax* and wait for the answer to arrive. The main goal of a creative session is to guide the participants through the excursion, free them of their normal restraints so that *judgement is delayed*.