



ISCA's Creativity Matters Exhibition: Nurturing Innovation and Unleashing Potential

By Leaders of Great Britain

Recognising the importance of creativity, the International School of Creative Arts (ISCA) is set to showcase its commitment to fostering creative thinking through the "Creativity Matters" exhibition at the Bangkok Arts and Culture Centre (BACC) in March 2024.

The Creativity Matters exhibition at BACC will showcase the tangible results of ISCA's commitment to creative education. The work of both students and staff will be on display, highlighting the innovative outcomes achieved through the school's unique teaching methods. Visitors can expect to witness a diverse array of artworks that demonstrate the transformative power of creativity.

Colin Kerrigan, ISCA Executive Director and a member of Leaders of Great Britain, says, "Creativity is the driving force behind innovation, growth, and societal progress. The ability to think beyond established boundaries, explore new frontiers, and challenge norms allows individuals to reshape the world around them.

Creativity is not confined to the realms of art; it permeates all aspects of life, influencing fields such as science, technology, economics, and law. Creative thinking empowers individuals to redefine, reimagine, and reflect on existing concepts, fostering adaptability and resilience. It is a catalyst for personal growth, helping individuals discover hidden talents and inner capacities within themselves."

The School's approach to art and design education goes beyond traditional methods, encouraging students to challenge perceptions and embrace new ways of thinking. Students are tasked with creating outcomes under constraints, fostering rapid thinking and innovative problem-solving. This dynamic teaching approach prepares students to navigate the challenges of the modern world, where adaptability and quick responses are essential.

Reflecting on the surge of social media, Colin remarks, "In a society increasingly influenced by social platforms, an ISCA education encourages students to be proactive rather than passive learners. Despite its benefits, social media is unfiltered, and this can lead to a lack of discernment and realisation that the first click is not always the most reliable source. This habit can lessen a sense of critical thinking and dull the inquisitive mind."

ISCA places a strong emphasis on diversity of thinking and approach. The school believes that through dynamic teaching methods, students can expand their ability to look at problems afresh and find unique solutions. Collaborative group work plays a crucial role, providing a platform for a lively exchange of ideas and promoting a deeper understanding of the significance of creativity.

The Creativity Matters exhibition serves as a testament to the school's dedication to nurturing the next generation of creative thinkers. By emphasising dynamic teaching methods, encouraging proactive learning, and promoting diversity in thinking, ISCA prepares students to tackle the challenges of a rapidly evolving world.

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