



Creativity Matters

Creativity is an essential part of life. The ability to transcend what we already know, to seek out something new, has enabled society to change and grow.

Creativity is not only an artistic process; it is a way of thinking that translates across all areas in society. We see creativity not only in the arts but also equally in the sciences and mathematics. It promotes change and transformation, enabling creative thinkers to develop new and original ideas. Creative thinkers do not conform to traditional ways of thinking, but challenge the pre-existing, seeking out new perspectives in order to innovate and identify solutions. They do this by testing, modifying and reviewing, which are all elements of the creative process in art and design.

Artists are scientists in the way they approach making through exploration, experimentation, developing and refining. Scientists are artists in the way they approach problems through this very same process. Both are searching to understand the world by looking at what is from a different perspective, questioning how things are and theorising how they could be. Creative thinkers are able to explore in sequential and non-sequential ways of working, linear and non-linear, enabling them to see patterns, connections and make leaps through risk-taking and imaginative thinking. They are not bound by conventions and traditions, but constantly adjust to new circumstances as new challenges present themselves.

Creativity impacts all walks of life and career pathways from the humanities and new technologies through to finance, law and administration. A creative approach in business for example can help individuals to focus and maximise opportunities. Thinking creatively in logistics or when developing strategies allows us to redefine, revalue, reimagine and reflect. This approach gives people skills and tools to navigate through life and the changes in society, promoting active and ongoing debate. The ability to adapt and redefine encourages active participation in life.

Creativity matters to individuals as it opens up areas within, unlocking new potential that might not have been found if it were not for the creative process. It stimulates and motivates intensive study of the world around us. It allows us to rethink and reformulate our understanding of the world, connecting close observation to our existing knowledge and prompting us to imagine something new or improved. It opens closed doors in our mind, bringing us to untapped parts of ourselves, allowing hidden talents and inner capacities to emerge.

Creativity engages the mind, enables insight and connects us not only to others, but also to ourselves. Creative participation brings people together, nurturing skills in teamwork and cooperation. Confidence and resilience are built through engagement with the creative process and ultimately gives us a voice. When engaging with creativity we are not passive, but actively exploring, discovering and communicating.

Fundamentally, our ability to change and adapt comes through creativity. We are able to imagine, “what if...?” And then seek to make the fantasy a reality.

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