

**CREATIVITY:
SAME AS
IMPROVISATION?**

|,KRĒ-ā'TIVITĒ| HAPPENS

LINDA NAIMAN

- CREATIVITY (OR "CREATIVENESS") IS A MENTAL PROCESS INVOLVING THE GENERATION OF NEW IDEAS OR CONCEPTS, OR NEW ASSOCIATIONS BETWEEN EXISTING IDEAS OR CONCEPTS.
- CREATIVITY IS THE ACT OF TURNING NEW AND IMAGINATIVE IDEAS INTO REALITY. CREATIVITY INVOLVES TWO PROCESSES: THINKING, THEN PRODUCING. INNOVATION IS THE PRODUCTION OR IMPLEMENTATION OF AN IDEA. IF YOU HAVE IDEAS BUT DON'T ACT ON THEM, YOU ARE IMAGINATIVE BUT NOT CREATIVE.

MORE ABOUT CREATIVITY

- **ERICH FROMM:** CREATIVITY REQUIRES THE COURAGE TO LET GO OF CERTAINTIES.
- **RAY BRADBURY:** LIFE IS TRYING THINGS TO SEE IF THEY WORK.
- **LINUS PAULING:** THE BEST WAY TO HAVE A GOOD IDEA IS TO HAVE LOTS OF IDEAS.
- **BUCKMINSTER FULLER:** THERE IS NOTHING IN A CATERPILLAR THAT TELLS YOU IT'S GOING TO BE A BUTTERFLY.

ENCOURAGING CREATIVITY

LAN BELKIN, COMPOSER

- I SEE CREATIVITY IN MUSICAL COMPOSITION AS AN EXAMPLE OF THE HUMAN CAPACITY FOR PROBLEM SOLVING, AND FOR INVENTING RICH IMAGINATIVE WORLDS.
- THESE TWO ELEMENTS ARE LINKED: FOR AN IMAGINATIVE WORLD TO BE CONVINCING, IT HAS TO BE COHERENT AND CONSISTENT, WHICH REQUIRES PROBLEM SOLVING, IN COMBINING MUSICAL ELEMENTS IN WAYS WHICH FIT THE INDIVIDUAL WORK.

ENCOURAGING CREATIVITY

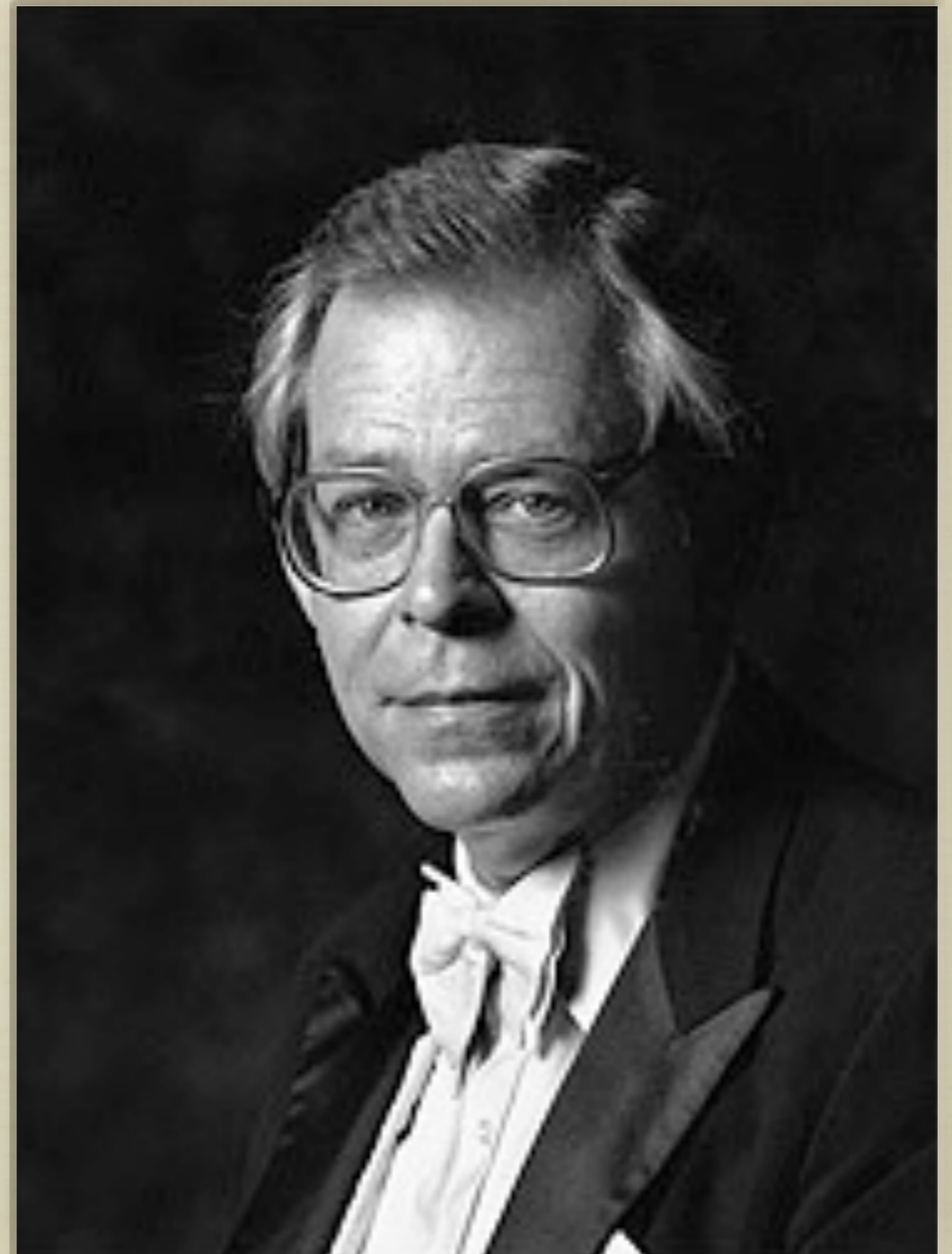
EDWARD WOLF AND KATHRYN LINDEN

- **FOUND THAT HIGHLY MOTIVATED CHILDREN PERFORMED BETTER ON DIVERGENT THINKING TASKS THAN DID CHILDREN EXHIBITING LOW MOTIVATION LEVELS.**

IS THIS IMPROVISATION?

**JOHN MACK, PRINCIPAL
OBOE OF THE CLEVELAND
ORCHESTRA FOR 36 YEARS**

**“I ONCE PLAYED MY OBOE
SOLO IN A BRAHMS
SYMPHONY. I HAD PLAYED
IT THE EXACT SAME WAY
100 TIMES BEFORE BUT
THIS TIME I HELD ONE
NOTE A LITTLE LONGER
FOR EXPRESSIVE
PURPOSES....**



OR IS THIS CREATIVITY?

**JOHN MACK, PRINCIPAL
OBOE OF THE CLEVELAND
ORCHESTRA FOR 36 YEARS**

**...AFTER THE CONCERT
SEVERAL ORCHESTRA
MEMBERS CAME AND TOLD
ME THEY EITHER LIKED IT
OR DIDN'T, BUT EVERYONE
NOTICED THAT ONE SMALL
CREATIVE CHANGE.”**

