

Thoughts on Creativity

- A hunch is creativity trying to tell you something.
- An artist is not paid for his labor but for his vision. ~James McNeill Whistler
- An idea is a feat of association. ~Robert Frost
- An image . . . is not simply a trademark, a design, a slogan or an easily remembered picture. It is a studiously crafted personality profile of an individual, institution, corporation, product or service. ~Daniel Boorstin
- Any activity becomes creative when the doer cares about doing it right, or doing it better. ~John Updike
- Big ideas are so hard to recognize, so fragile, so easy to kill. Don't forget that, all of you who don't have them. ~John Elliott, Jr.,
- Creation comes before distribution — or there will be nothing to distribute. ~Ayn Rand
- Creative minds have always been known to survive any kind of bad training. ~Anna Freud

- Creative without strategy is called 'art.' Creative with strategy is called 'advertising.' ~Jef L. Richards
- Creativity achieves its meaning by delivering results.
- Creativity can be described as letting go of certainties. ~Gail Sheehy
- Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything. ~George Lois
- Creativity involves breaking out of established patterns in order to look at things in a different way. ~Edward De Bono
- Creativity is a highfalutin word for the work I have to do between now and Tuesday. ~Ray Kroc
- Creativity is a method of progress. Conformity . . . maintains the status quo. ~Kimball Wiles
- Creativity is a type of learning process where the teacher and pupil are located in the same individual. ~Arthur Koestler
- Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep. ~Scott Adams

- Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes, and having fun. ~Mary Lou Cook

- Creativity is just connecting things. When you ask creative people how they did something they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while. That's because they were able to connect experiences they've had and synthesize new things. And the reason they were able to do that was that they've had more experiences or they have thought more about their experiences than other people. ~Steve Jobs

- Creativity is more important than knowledge. ~Albert Einstein

- Creativity is not the finding of a thing, but the making something out of it after it is found. ~James Russell Lowell

- Creativity is piercing the mundane to find the marvelous. ~Bill Moyers

- Creativity is the power to connect the seemingly unconnected. ~William Plomer

- Creativity is the sudden cessation of stupidity. ~Edwin Land

- Creativity is to think more efficiently. ~Pierre Reverdy

- Creativity often consists of merely turning up what is already there. Did you know that right and left shoes were thought up only a little more than a century ago? ~Bernice Fitz-Gibbon
- Creativity varies inversely with the number of cooks involved in the broth. ~Bernice Fitz-Gibbon
- Creativity, as has been said, consists largely of rearranging what we know in order to find out what we do not know. Hence, to think creatively, we must be able to look afresh at what we normally take for granted. ~George Kneller
- Curiosity about life in all of its aspects, I think, is still the secret of great creative people. ~Leo Burnett
- Every creative act draws on the past whether it pretends to or not. It draws on what it knows. There is no such thing, really, as a creative act in a vacuum. ~Ada Louise Huxtable
- Every creator painfully experiences the chasm between his inner vision and its ultimate expression. ~Isaac Singer
- Good artists borrow; great artists steal. ~Salvador Dalí
- Good design makes people want to read. It is the essential means to

that goal, not the end.

- Good design should make thought visible and vision thoughtful.
- Great design begins with great questions.
- If it doesn't sell, it isn't creative. ~David Ogilvy
- If you are writing about baloney, don't try to make it Cornish Hen, because that is the worst kind of baloney there is. Just make it darned good baloney. ~Leo Burnett
- In creating, the only hard thing is to begin: a grass blade's no easier to make than an oak. ~James Russell Lowell
- It takes vision and courage to create — it takes faith and courage to prove. ~Owen D. Young
- It's not that the creative act and the critical act are simultaneous. It's more like you blurt something out and then analyze it. ~Robert Motherwell
- Much of the messy advertising you see today is the product of committees. Committees can criticize advertisements, but they should never be allowed to create them. ~David Ogilvy

- My curiosity is my creativity on the way to discovery.
- Our job is to bring the dead facts to life. ~William Bernbach
- People who do not break things first will never learn to create anything. ~Filipino Proverb
- Perception. Desire. Both are important, but they go nowhere without a third component of creativity — Hard Work. ~Frank Kender
- Responsibility is what awaits outside the Eden of Creativity
~Nadine Gordimer
- Take advantage of the ambiguity in the world. Look at something and think what else it might be. ~Roger von Oech
- The creative person wants to be a know-it-all. He wants to know about all kinds of things: ancient history, nineteenth-century mathematics, and current manufacturing techniques, flower arranging, and hog futures. Because he never knows when these ideas might come together to form a new idea. It may happen six minutes later or six months, or six years down the road. But he has faith that it will happen. ~Carl Gilly
- The creative urge is the demon that will not accept anything second rate. ~Agnes De Mille

- The good ideas are all hammered out in agony by individuals — not spewed out by groups. ~Charles Browder
- The human mind cannot create anything. It produces nothing until having been fertilized by experience and meditation; its acquisitions are the germs of its production. ~George-Louis Leclerc de Buffon
- The more you reason the less you create. ~Raymond Chandler
- The person who can combine frames of reference and draw connections between ostensibly unrelated points of view is likely to be the one who makes the creative breakthrough. ~Denise Shekerjian
- The purpose of advertising: To create energy out of facts and words . . . to stir desire and impel action. ~H.K. McCann
- The secret of all effective originality in advertising is not the creation of new and tricky words and pictures, but one of putting familiar words and pictures into new relationships. ~Leo Burnett
- The secret to creativity is knowing how to hide your sources. ~Albert Einstein

- The things we fear most in organizations — fluctuations, disturbances, and imbalances — are the primary sources of creativity. ~Margaret J. Wheatley
- There is a correlation between the creative and the screwball. So we must suffer the screwball gladly. ~Kingman Brewster, Jr.
- Think before you speak is criticism's motto; speak before you think creation's. ~E. M. Forster
- To swear off making a mistake is very easy. All you have to do is swear off having ideas. ~Leo Burnett
- True creativity often starts where language ends. ~Arthur Koestler
- Whatever creativity is, it is in part a solution to a problem. ~Brian Aldiss
- You cannot depend on your eyes when your imagination is out of focus. ~Mark Twain