

BELIEF PRESENTS::CHAIN REACTION · The Art of Inspiration

KINETIC INTERACTION IN/OF CULTURE, COMMERCIAL AND NON-COMMERCIAL ART

CREATIVITY EXERCISES:

To hunt down your creative muse, try and wrap your head around some of these exercises.

• **TRANSFERENCE OF MEDIUMS · The Joy of Interspatial Marriage**

A wonderful harmony arises from joining together the seemingly unconnected. - Heraclitus c.500 BC

Exercises:

- Save packaging and use as a design element.
- Create a painting and explore various mediums.
- Write a song and perform it for a friend.
- Find a “common” object and abstract it.
- Personify (humanize) inanimate objects.

• **UNEXPECTED COLLABORATIONS · What If God Were One of Us (and knew Photoshop)?**

Many ideas grow better when transplanted into another mind than in the one where they sprang up. - Oliver Wendell Holmes Jr.

Exercises:

- Hire someone from a different field to join a project team.
- Start a Photoshop chain letter around your friends or around the world.
- Discuss inner desires with clients to create a more diverse collaborative process.
- Encourage artists at your company to work in styles outside their skill set.
- Produce work for non-domestic clients.

• **CHANGING YOUR PERSPECTIVE · Take the Wrong Way Home & Re-Focus Your Locus**

We shall not cease from exploration, and the end of all our exploring will be to arrive where we started and know the place for the first time. - T.S. Eliot

Exercises:

- Wear a patch over an eye for a day.
- Wear corrective glasses to change focus distance.
- Stop ingesting drugs like coffee or sugar.
- Journey a different route to or from work or perhaps use an alternate means of transportation.
- Take pics of the same street from a car and then again as you walk.
- Wear ear plugs for a day.
- Stay up all night or sleep at the opposite end of your bed.
- If you're right-handed, change to left-handed and attempt some everyday and creative tasks.
- Work in miniature or unusual aspect ratio.

• **THE ART OF LIMITATIONS · New Ways of Landing the Plane**

Creativity arises out of the tension between spontaneity and limitations, the latter (like the river banks) forcing the spontaneity into the various forms which are essential to the work of art or poem. - Rollo May

Exercises:

- Conceptualize a small project with an accelerated deadline.
- Use a limited color palette (black and white or duotone).
- Create a project all “in camera”.
- Use software with no plug-ins and edit with cuts and dissolves.
- Tell story with still images.

THE ART OF LIMITATIONS (cont)

- Randomly choose snippets of music and fashion a soundtrack.
- Use primitive technology.
- Use typography as main story element.
- Create a silent piece or utilize no sync dialogue.

• THE AGE OF INNOCENCE • The Last Time Is the First Time

Every creative act involves...a new innocence of perception, liberated from the cataract of accepted belief. - Arthur Koestler

Exercises:

- Rekindle childhood memories – (revisit storybooks / cartoons / try and hunt down a significant moment in your past).
- Attempt something you're naturally afraid to do.
- Collect images that inspire you and at a later time, write a story that links them together.
- Play like a child...splash in the mud...build a Lego empire.
- Explore new software without the use of a manual.

A Collection of Some Favorite Quotes About Creativity:

The secret to creativity is knowing how to hide your sources. - Albert Einstein

What is originality? Undetected plagiarism. - D.W.R. Inge

Originality is nothing but judicious imitation. - Voltaire

In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists. - Hoffa

There is nothing great in the world that does not owe its origin to the creative ability of an individual man. - Adolf Hitler

I do not seek. I find. (Je ne cherche pas je trouve). - Picasso

Many eyes go through the meadow, but few see the flowers in it. - Ralph Waldo Emerson

Sacred cows make the best hamburgers. - Abbie Hoffmann.

What is the difference between genius and stupidity? Genius has limits. - Albert Einstein

Ambition is the last refuge of failure. - Oscar Wilde.

There ain't no rules around here! We're trying to accomplish something! - Thomas A. Edison.

The opposite of a correct statement is a false statement. The opposite of a profound truth may well be another profound truth. -- Niels Bohr

Once we start a job, we finish it or someone else will die trying! - Mike and Kane

