

## **Creativity – It's Natural**

**Frank Anthony**

**in Association with:**

**OrganicTV  
&  
Comic Character Creations**

**[www.organictv.clara.co.uk](http://www.organictv.clara.co.uk)  
[www.comiccharactercreations.com](http://www.comiccharactercreations.com)**

**This work is licensed under the Creative Commons Attribution-No Derivative Works 2.0 UK:  
England & Wales License. To view a copy of this license, visit  
<http://creativecommons.org/licenses/by-nd/2.0/uk/> or send a letter to Creative Commons, 171 Second  
Street, Suite 300, San Francisco, California, 94105, USA.**

This document is made available under a [Creative Commons License](http://creativecommons.org/licenses/by-nd/2.0/uk/). The document may be freely copied, distributed or quoted for any purpose, private or commercial, provided the text, including the cover information, is not modified in any way and provided the author and websites are acknowledged.  
Released under license by: Frank Anthony & [organictv.clara.co.uk](http://organictv.clara.co.uk)

*I shook the habit off  
Entirely and forever, and again  
In Nature's presence stood, as now I stand  
A sensitive being, a creative soul.*

### **Wordsworth 'The Prelude' (1850)**

#### **Creativity (my own working definition)**

The natural ability and habit of the human being to imagine and actualise instances of aesthetic, entertaining or practical novelty.

- **Is natural**

We survived in Nature because of our ability to create. And yet, in our 'modern' society we put ourselves in offices, in flats, in boxes, on the often dreary treadmill of 'the workplace'. Our work oriented culture uses human beings as components in the machine of production. We take this highly adaptive, creative organism and require it to do the same things day after day, hour after hour, year after year and then we wonder why it breaks down! Why do people get sick? Get RSI? Get depressed? Because, quite simply, as birds are made to fly and fish to swim, humans are made to create, to run free. The treadmill and the assembly line, essential though they may be in business, are not our natural environment.

The word 'man' comes from the same root as 'manual', as in 'manual labour'. It means 'hand'. Our species word for ourselves therefore is 'the hand', 'the handed ones'. In our own judgment this appendage is what makes us special and like no other creature. Long before technology could produce anything more complex than a dug-out canoe, man – the handed ones – had spread out across the entire globe from our starting point in Africa reaching places as far flung as South America and Australia ten thousand years before they would be reached by relatively technologically advanced sailing ships. But our hands were not our only advantage, for our brains were as adaptable, as variable, as creative as our hands. Evolution has required us to be, as a species, highly adaptable, imaginative, non-specialised, intelligent, creative creatures.

This document is made available under a [Creative Commons License](#). The document may be freely copied, distributed or quoted for any purpose, private or commercial, provided the text, including the cover information, is not modified in any way and provided the author and websites are acknowledged.  
Released under license by: Frank Anthony & organictv.clara.co.uk

- **Is making something (Lat. 'creatus')**

As artists, whether we be singers, engineers, dancers, scientists, writers, poets, painters or choreographers, we all make something. Making things, designing things, whether physical things or symbolic things, is fundamental to us as human beings. Even jobs which may not, of themselves, seem to require creativity in fact make use of and benefit from it. For instance, Nursing may not seem at first sight a creative career, but many situations can arise during care of their patients in which nurses need to improvise and 'create' solutions to particular problems. Every time we 'make up' a solution to a problem for which there is no immediately available tool, we are being creative.

- **Is communication**

I recognize that many amateur artists take the view that they create their art only for themselves. "Oh, I'm a writer, but I just write for myself really." But I agree with Carl Jung that all art, regardless of how abstract, is communication and meant for another even if that other is merely imagined.

I understand that Freud, as he did for just about everything it seems, associated art and creativity with the frustrated sexual instinct but that he later retracted this view. But I think most artists would also agree that art is primarily a form of communication and Carl Jung's view was that, as social beings, our every utterance, be we ever so alienated or alone, are meant for society, for the tribe as a whole. This is well understood in business, where the success or failure of a project depends absolutely on the product being a well-considered reply to the customer's need.

- **Is satisfying**
- **Is pleasurable**

As mentioned earlier, as well as being a growth process and process of production creativity is fundamentally human. It is something which can be argued to exist solely within the human sphere of consciousness. It is also associated, for many people, with feelings of satisfaction, of pleasure, of catharsis for the same reasons that to run, or to swim, or dance is pleasurable. In the workplace sometimes stress and deadlines can compromise and reduce pleasure and satisfaction. Fear, stress and inhibition are enemies of creativity and many global companies (see Microsoft) now take steps to maintain a relaxed, informal atmosphere.

This document is made available under a [Creative Commons License](#). The document may be freely copied, distributed or quoted for any purpose, private or commercial, provided the text, including the cover information, is not modified in any way and provided the author and websites are acknowledged.  
Released under license by: Frank Anthony & organictv.clara.co.uk

- **Involves chance**

Creativity involves chance, be it the chance interplay of light and leaves that inspires a painting or a chance word or event that inspires a sculpture or play or song. Scientific studies of creativity have established that there is an important element of the interplay or association of widely different notions, ideas or modes of thinking, thus we get art inspired by science or science inspired by art.

- **Is about the senses: Is derived from them and created for them**

Creativity is nothing without the senses. Blind people can appreciate sculpture. Deaf people can appreciate language. This is because, as animals, we are multiply gifted in our senses – if one of our senses fails to provide enough information we can augment it by using one or more of the others. But art comes fundamentally from those senses and is meant to be appreciated using them. In business this is seen in the design of products where designers consider the aesthetics of, for instance, the weight and feel of a mobile phone or the contours and colour of a portable computer casing.

- **Benefits from Investment**

Creativity benefits from investment. By this I don't just mean the monetary kind, though this is important too. But we can also invest time, for instance by taking time to doodle, paint, or just walk in the park. We can invest effort, by studying our art, by practice, by re-working. We can invest thought, by considering possibilities (and impossibilities!), by considering the work of others and by self-examination.

- **Benefits from saying 'Yes'**

One of the first things actors learn about improvised drama is the importance of saying 'yes'. This does not mean we have to agree with everything everyone says. It's more about being open to possibility, to the positive possibilities of situations that may seem irritating and negative. It's about saying 'yes' to the possibility that you are a creative person. It's about saying 'yes' to the world, to chance, to dynamism.

Consider stage hypnotists: There isn't really any such thing as hypnotism in terms of a power or force of any kind. That's why hospital hypnotists often prefer the term 'suggestion' – because that's all that is at work. A stage hypnotist is just a person like you or I. He has a bit more stage presence perhaps and a little more skill in making people feel relaxed and open, but no special power that you or I can't acquire too. Any stage

This document is made available under a [Creative Commons License](#). The document may be freely copied, distributed or quoted for any purpose, private or commercial, provided the text, including the cover information, is not modified in any way and provided the author and websites are acknowledged.  
Released under license by: Frank Anthony & organictv.clara.co.uk

hypnotist performs his first feat *outside* the theatre before the crowd has even met him. At the time they purchased their ticket, each member of the audience has already said 'yes, I believe you can hypnotise. I believe it so much I will invest in a ticket.' And the hypnotist himself believes it so much he *invests* in getting on-stage.

Be your own hypnotist. Say 'yes, I am a creative person'.

Frank Anthony  
5<sup>th</sup> April 2009

This document is made available under a [Creative Commons License](#). The document may be freely copied, distributed or quoted for any purpose, private or commercial, provided the text, including the cover information, is not modified in any way and provided the author and websites are acknowledged.  
Released under license by: Frank Anthony & [organic.tv.clara.co.uk](http://organic.tv.clara.co.uk)