

# notes on creativity & learning

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**L3D**

life long learning  
& design

what can you use a brick for?



erect a wall  
build a fireplace  
construct a curb

stabilize a row of books  
stop a door  
(when heated up) warm your bed  
(when hollowed out) use as an ashtray  
throw against an enemy  
... etc ...

*I*magine a man

in the middle of a large office space,  
with nobody else being there.  
He is looking around ...

... continue!



“... It is 6:30 in the morning. The same thing as every morning. Will my boss finally realize how hard-working I am, Bob thinks. Will I finally get the pay raise? Only think of all my overtime work! But the problem is that Bob has been doing this for three years in a row, without his boss ever indicating the faintest willingness for action. He will, most likely, enter the office in a good mood at 9 a.m. He will not realize that Bob has been working for three hours already. Bob will not get the pay raise.”

“... This man has just broken into the headquarter offices of the new cornflakes company. He is spying for the competing company: How do these newcomers create those soft and wobbly flakes? After having checked most shelves, desks and drawers, the spy suddenly bumps into a document looking as if it would contain the secret formula. He hastily flips through pages, decides this must be the formula, rapidly copies it and leaves the next moment. His feelings are the pride of success. — Except for the small mistake he committed when copying the formula. It led, regretfully, to his company’s total destruction in a great blast.”



we can tell the state of a cultural epoch  
from its most cherished and celebrated terms

the modern age:   humanitarianism  
                          enlightenment  
                          progress



we can tell the state of a cultural epoch  
from its most cherished and celebrated terms

our times      creativity  
= postmodern times:      information  
   communication  
   globalization

the intelligent  
does what she **is expected** to do

the creative  
does what she **wants** to do

being capable of creative action

as a personal characteristic quality  
as relative to situation & environment



**liberalism**  
**orthodoxy**

**existentialism**  
**anarchism**

creativity –  
not easy to define  
»potential relative to a field of action«

creativity is an expectation or an after-effect

we ascribe the attribute “creative”  
to a person’s action and its result:

before we actually know, or after the fact



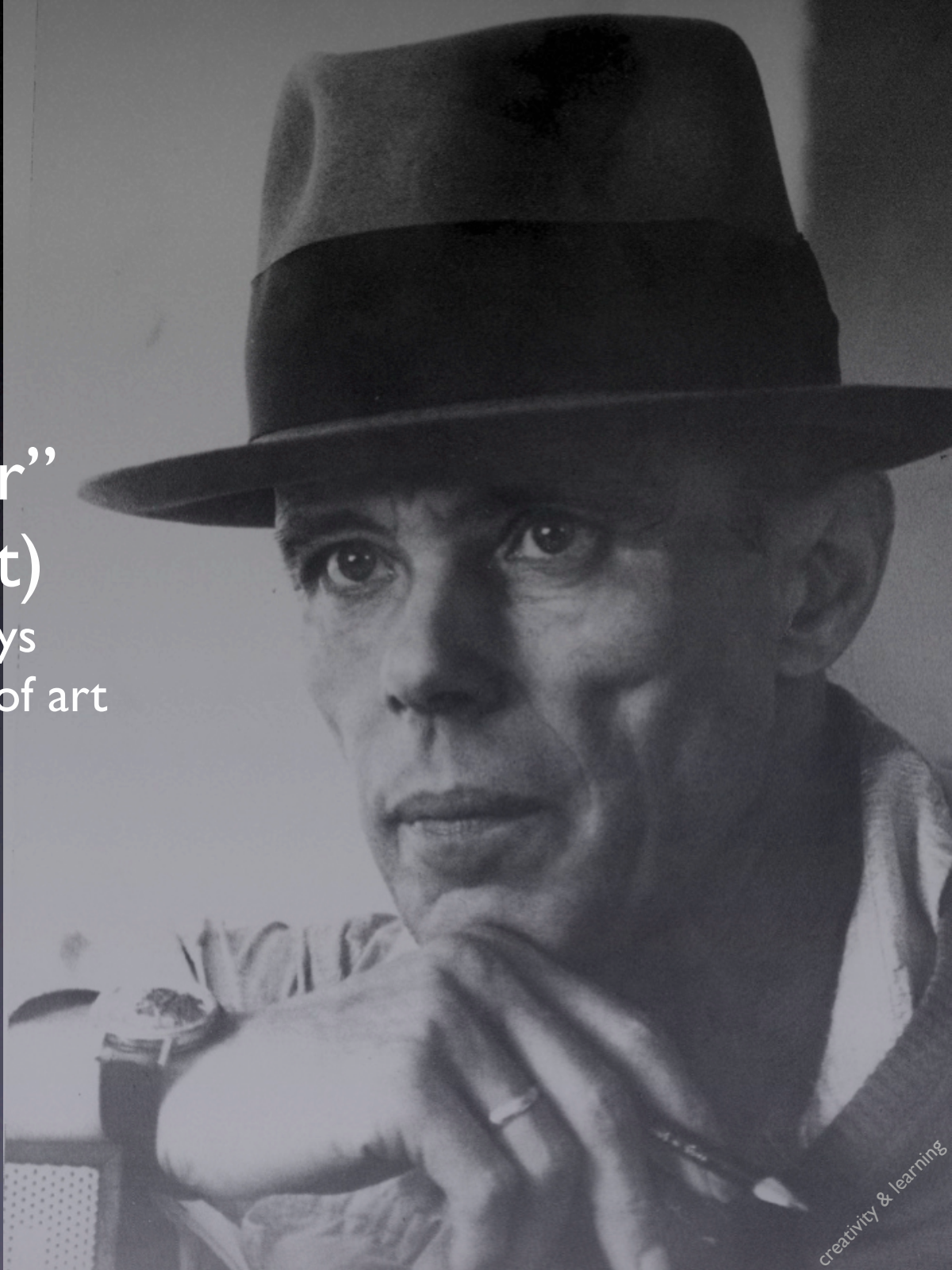
**designer**  
**artist**



**engineer**  
**scientist**

“jeder ist ein künstler”  
(everyone is an artist)

joseph beuys  
expansion of art





the work of our hands  
the labor of our bodies

hannah arendt  
the human condition



“wir konstruieren und konstruieren,  
und doch ist intuition immer noch eine gute sache.” paul klee, 1928

we construct and construct,  
and yet intuition remains a great fact

being capable of creative action ...

... talent?

... skill?

... method?

... tool?

... attitude!

creativity  
creation  
creative

construction  
intuition



**we have explicit access to construction:  
study and learn**

**we have implicit access to intuition:  
feel and experience**

**We cannot learn how to be  
more creative.**

**we may learn how to become  
more productive.**