





'Untitled', installation by Kate Blee. Exhibition Contemporary Applied Arts. Cashmere reactive dye. Photo courtesy of Kate Blee.



## What does creativity mean to you?

Artist Kate Blee

September 2012

[www.kateblee.co.uk](http://www.kateblee.co.uk)

### Very briefly, what does creativity mean to you?

Being alive and reactive to your environment and what is going on.

### What sparks your creative processes?

Anything that interests me and I never know in advance what will interest me.

### Is there one item, element or concept that you think can make life more creative?

I like something that Grayson Perry said which was "hold your beliefs lightly."

### Is there a connection between creativity and wellbeing?

Yes creativity allows you to find a way through things, life, situations, it allows you to feel refreshed every day.

### How might you introduce creativity into the lives of busy adults or nurture it in children?

Challenging expectations, routine or habits can open eyes and minds - creating a place (or opportunity) for comment, expression of opinion or just creating an environment or thing that delivers joy and universal pleasure or makes a fundamental connection.



Window vinyl by Marion Brandis in waiting area at Macmillan Haematology Outpatients, Northampton General Hospital. Photo by Marion Brandis.



## What does creativity mean to you?

Artist Marion Brandis

September 2012

[www.marionbrandis.co.uk](http://www.marionbrandis.co.uk)

### Very briefly, what does creativity mean to you?

Thinking laterally, and finding new and surprising connections and solutions. Being playful, like a child. Seeing the world – or the design problem – with fresh eyes, as if for the first time.

### What sparks your creative processes?

That differs according to what I am working on. For self-directed work I often start with a kind of 'flash idea'. For commissions it's harder – I may have initial ideas but I almost always discard them at the end. Starting a commission is the hardest; I go through 48 hours of hell usually. I have to force myself to put something down and accept that it may be bad. After a concentrated 48 hours there usually is some sort of breakthrough...

### Is there one item, element or concept that you think can make life more creative?

Deadlines!

Re-defining failure, and overcoming the fear of failure.

### Is there a connection between creativity and wellbeing?

Yes of course. Being creative can lift you out of depression. I wish they would use this more in treating this disorder. Creating something gives you a sense of power. This is also true for happy people of course! It means that you are able to shape the world in a positive way.

### How might you introduce creativity into the lives of busy adults or nurture it in children?

Children are naturally creative. They don't fear failure and they are naturally curious. This for them is the most natural way to learn. As adults we have to protect this. I would re-write the National Curriculum to integrate the subjects – maths and art, art and English etc. There are many connections anyway, and it's on the edges of subjects where they touch other subjects that creativity flourishes.

With adults, the first thing is to help them overcome failure - the 'I can't draw' syndrome. Make them realise that creativity is not just about art but life in general. Make them aware of beauty in odd places. Make them eliminate anything that is not either beautiful or useful –or both! – from their lives, à la William Morris.





Creative clay workshop run by Joanna Espiner. Photo by Heather Barnett.



## What does creativity mean to you?

Ceramicist and Willis Newson Project Manager Joanna Espiner  
September 2012

### Very briefly, what does creativity mean to you?

Being creative is an outlet for enjoyment, contemplation, meditation, escape and being in touch with my senses. It means coming up with ideas and playing with them. I find it defines me and is a way of expressing myself.

### What sparks your creative processes?

Lots of things. Looking at other artists' work, learning about scientific endeavours, reading, and noticing what's going on around me. Looking up, down and around.

### Is there one item, element or concept that you think can make life more creative?

Time and head space are the most important elements – allowing my mind to wander wherever it wants to go.

### Is there a connection between creativity and wellbeing?

For me yes – because I feel totally absorbed and oblivious to worries, anxieties, problems when I'm being creative. It is a form of escape and journey of exploration which is uplifting.

### How might you introduce creativity into the lives of busy adults or nurture it in children?

For busy adults I'd say give them quick ways in so they don't have to feel they have to have access to special tools or a studio space. I'd say simply start a scrapbook.



'Untitled', installation by Kate Blee. Exhibition Contemporary Applied Arts. Cahsmere reactive dye. Photo courtesy of Kate Blee.



## What does creativity mean to you?

Willis Newson Project Manager Emily Malins  
September 2012

### Very briefly, what does creativity mean to you?

It means everything. I think you can be creative in everything you do even if it's tidying your desk or writing your to do list!

### What sparks your creative processes?

Other people, inspiring me to think differently. Music often sparks my creative process and gets me excited about doing things more creatively.

### Is there one item, element or concept that you think can make life more creative?

Time away and long walks can give me time to reflect and that often leads to some creative thinking.

### Is there a connection between creativity and wellbeing?

Absolutely, I get a great sense of well-being when I am at my most creative. When I am absorbed in creative activity, I can lose hours, I haven't worried about anything during this time. It's a type of meditation.

### How might you introduce creativity into the lives of busy adults or nurture it in children?

I think creativity in children is in abundance and whilst it should be always encouraged I think it is more important to ensure that creativity is allowed to continue into adulthood.

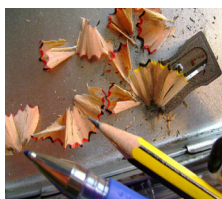
I think at school you are taught that you are either 'good' or 'bad' at art and that defines people's creativity. More needs to be done during these later school years to encourage adolescents through to young adults to express themselves creatively and to think differently.



# words



Photos courtesy of Sue Mayfield.



## What does creativity mean to you?

Artist Sue Mayfield

September 2012

[www.suemayfield.co.uk](http://www.suemayfield.co.uk)

### Very briefly, what does creativity mean to you?

Making patterns, weaving connections, ordering chaos, capturing beauty, finding a voice.

### What sparks your creative processes?

Space. Time. Train journeys. Good sleep. Sunlight. Walking. Conversations. Listening to a symphony orchestra. Deadlines!

### Is there one item, element or concept that you think can make life more creative?

A notebook and a sharpened pencil.

### Is there a connection between creativity and wellbeing?

Definitely. I'm more creative when I feel well and when I'm creative I feel better so it's a virtuous spiral.

### How might you introduce creativity into the lives of busy adults or nurture it in children?

By encouraging them to notice things, and to enjoy their senses – to touch, taste, smell and listen to everything around them and to PLAY.



Froebel Eames studio, by Eamon O'Kane. Installation view, LA, USA, 2011.  
Photo courtesy of Eamon O'Kane.



## What does creativity mean to you?

Artist Eamon O'Kane

September 2012

[www.eamonokane.com](http://www.eamonokane.com)

### Very briefly, what does creativity mean to you?

For me creativity is inextricably linked to process, my creative process is very layered and usually involves a range of connections between experiences, histories, materials and ideas.

### What sparks your creative processes?

It can be sparked by a many different things, from direct interaction with different types of material, a quote or historical fact from a book or an observation from nature.

### Is there one item, element or concept that you think can make life more creative?

I think a sense of openness and curiosity often trigger creativity in life.

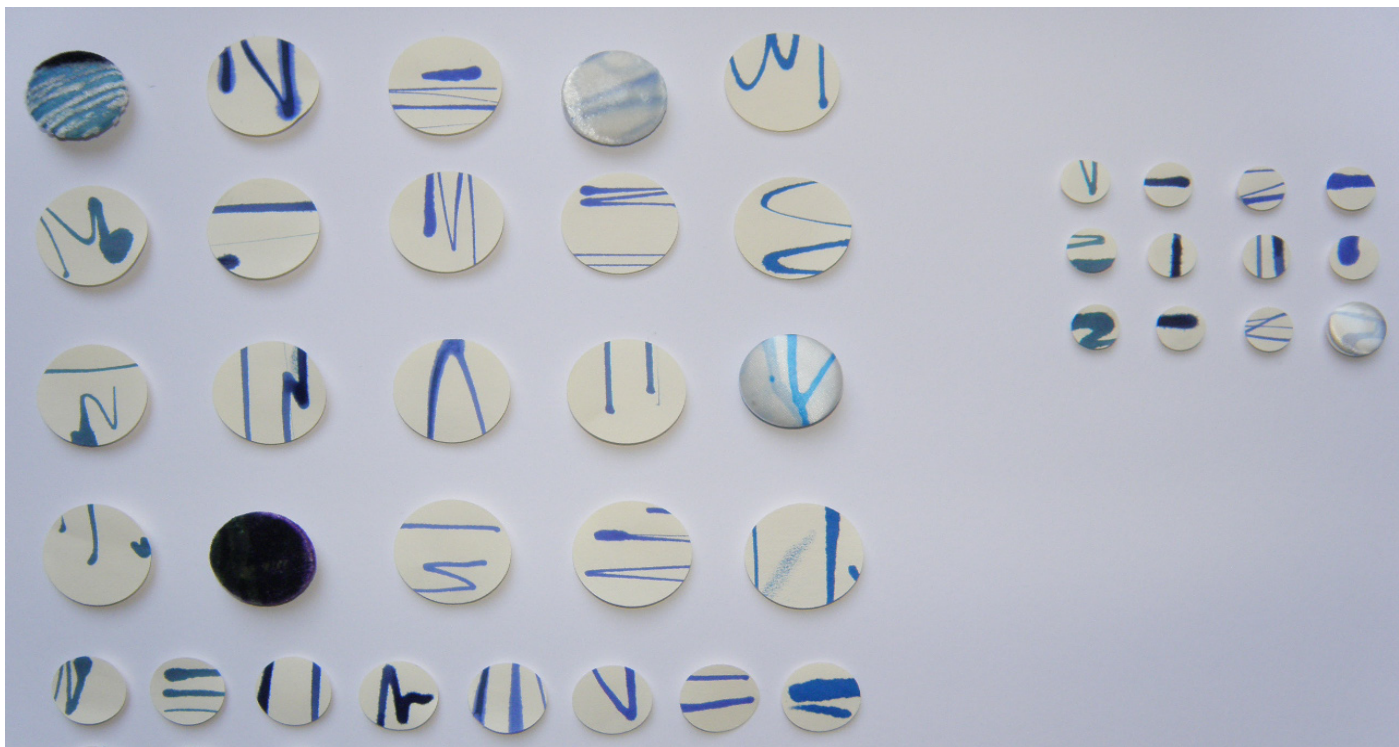
### Is there a connection between creativity and wellbeing?

Absolutely, being creative involves keeping the mind and body active and is very much linked to a sense of purpose which in turn leads to a sense of wellbeing.

### How might you introduce creativity into the lives of busy adults or nurture it in children?

I think creativity demands time for play/process, interaction and reflection so the best way to introduce it is to create contexts for people in which these things can occur naturally.





Concept design for multi-media artwork by Sharon Ting to enhance entrance area to the Sanctuary. For Laing O'Rourke Brighton 3Ts.



## What does creativity mean to you?

Artist Sharon Ting

September 2012

[www.sharonting.com](http://www.sharonting.com)

### Very briefly, what does creativity mean to you?

To me creativity means being able to freely think and do, in whatever context, 'outside of the box'. And to freely express one's own individuality.

### What sparks your creative processes?

That's a very tricky question as there are so many answers! I suppose always being mindful and open to the possibility that inspiration can come to you at any given moment.

### Is there one item, element or concept that you think can make life more creative?

Finding a way to record and playback your dreams would be good.

### Is there a connection between creativity and wellbeing?

For me, yes 100%, both physical and mental wellbeing are important. I love running and have formulated many an idea, whilst on a good run.

### How might you introduce creativity into the lives of busy adults or nurture it in children?

With my children, sounds clichéd, but I enjoy getting them to notice and appreciate their everyday environment. For example, I point out the how the sky looks at different times of the day, how the air smells differently too, how things look and sound outside at night. They always 'draw' something, everyday, even if it's just a scribble and we love to talk to each other in silly, rhyming voices on the way to school. A good 5 minutes listening to loud music, dancing, singing and prancing around is also very creative, as it focuses their minds before they have to do more serious things. Adults should do the same too!!





'Untitled', by Bruce Williams, 2007. Seven schools in Swindon (PFI project)  
Laminated glass with translucent coloured interlays. Photo courtesy of  
Bruce Williams.



## What does creativity mean to you?

Artist Bruce Williams

September 2012

[www.brucewilliams.net](http://www.brucewilliams.net)

### Very briefly, what does creativity mean to you?

Creativity is central to my life. It's like breathing.

### What sparks your creative processes?

The old adage of '10% inspiration and 90% perspiration' is probably about right. So there are brief, thrilling periods when ideas take great leaps forward.

The downside is the other 90% when it feels as though I am drowning in paperwork and detail. But even then the reward is that it's just a case of taking tiny, incremental steps forward, chipping away at an idea or a solution to achieve the final result.

I tend to work by 'projects'. At the beginning I accumulate all the information and research I need, the ingredients if you like, such as the location, the budget, the audience, dimensions and so on; then I start throwing ideas at it. The first ideas are almost always abandoned, amended, reversed, or dissected in some way before they start to yield any results. But from then on the sequence is almost always the same... a 'eureka' moment when things start to fall into place, (this revelation is often the result of a mistake or misunderstanding which gives the project a new perspective) this is followed by sharing the idea with other collaborators and the client; honing the idea and how it will be made; then getting it built and installed.

### Is there one item, element or concept that you think can make life more creative?

Turn off the TV.

### Is there a connection between creativity and wellbeing?

Creativity definitely improves wellbeing. Adding something new to the world is almost always good.

### How might you introduce creativity into the lives of busy adults or nurture it in children?

From my experience with children positivity is number one. Creativity happens all the time in our lives and it needs constant support and nurturing. Negative comments are bad enough when you're an adult and can be crushing for children. Creativity can be a very exposing process so go gently.