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Is Creativity just Connecting Things?

People very easily assume creativity to be an act of mere randomisation, reshuffling and rediscovering. Although these factors may be involved in the course of exercise, they don't essentially constitute creativity. Creativity is not a matter of mere distortion or juggling with the already existing elements. After a creative concept is realised, some additives like little randomisation and some flip-overs can definitely help in

making the output look or feel better. Thoughtless or random experimentation is definitely not creativity. Unfortunately, many 'creative outlets' across the world serve plagiarised stuff in the name of creativity and spoil its overall image as well as value.



Most of the times; creativity of any design, product, concept or person is simply judged on the basis of results produced. The process and the core purpose behind its formation is not much considered. This is where even the most ridiculous work also starts appearing immensely creative. While one painter skilfully makes a unique stroke on the canvas after tedious visualising and substantial logic behind every detailing, other could simply toss some splashes and make random strokes of paint and acclaim his 'creative work' to be worth millions! Unfortunately all that the audiences care about; is whether the final product is convincing enough or not.

Many people, including the late Steve Jobs who are considered to be involved with technology and product innovation often cover up the guilt of their juggling, distorting, re-forming and ultimately merging the already existing elements into their 'innovative' products by saying – "Creativity is just connecting things". Creativity may involve mixing or blending of many already known elements in order to add some spice or extra beautification to the ultimate outcome but just that doesn't make something or someone creative. Just as decoration and fine-tuning can only add to a person's outer appearance but doesn't define how one essentially is as a person. If things were just to be 'connected' in order to be creative, or do innovative work we wouldn't have reached this far using stones, wood, fire and wheels.

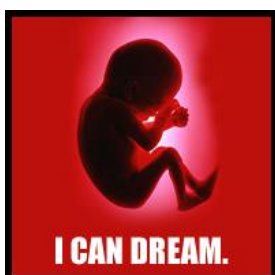


One might like to argue that everything we have ever made or documented till date is done by using what is already available on this planet. Seriously, do we really have an option? How can you possibly make or show anything creative using 'something' that is completely unknown? Even if you had a completely novel concept to be communicated or expressed; you would anyways need to use whatever mother earth avails you with. The flight of superman might be inspired by



eagles. His human-form might simply have been inspired from us. His costume might be just a flip-over of men's outer and underwear. But the idea of an almost indestructible character, ignorant of his own past and family, light-years away from kryptonite, trying to save an ever-struggling planet like earth from all sorts of hideous villains and still not losing his hope or patience; is definitely not just 'connecting things', I guess.

As if that wasn't enough, many theologians, philosophers and psychologists are of an opinion that everything that human mind can creatively visualise is nothing but a discovery of already existing elements in the (hypothetical) creative 'store-house' and creative people just possess an ability to channelize it to 'our world'. I guess such people must leave everything else and just focus on finding that 'already existing' realm of creativity. Such a discovery shall indeed be much more rewarding than Columbus' discovery of America or Howard Carter's discovery of Tutankhamun's Tomb! C'mon, this sounds quite a lot like those astrologers and tarot readers claiming "it's all written my friend". Such people might also like to argue that Edison did not actually invent electric bulb, it was already lying somewhere. He just found his way till that creative-world and brought us the bulb. I guess, if he had actually reached there, bringing just an electric bulb from the 'creative treasure house' was not so clever of him!



Sonography reports of human foetus have demonstrated the same REM (Rapid Eye Movement) sleeps, which are observed in adults while dreaming. Though we don't exactly know, what does a 23-week-old foetus dream of; but if it can also dream or visualise; I really doubt whether it has seen or experienced enough 'things to connect' or channelize something to 'our world' from the 'creative go-down' to be able to demonstrate such an ability. As such if everything is simply a discovery, why do we even have words like 'invention' or 'novel' at all?