Reflections on Creativity, Fashion Victims and Celebrity Suckers or What I’ve Been Reading Over the Christmas Break

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The difference between the artist and the non-artist is not a greater capacity for feeling. The secret is that the artist can objectify, can make apparent the feelings we all have. Martha Graham

Abstract: Creativity will never be understood from the perspective of a single discipline and the more we can learn from different disciplines the better and the more chances we will have to understand the basic dimensions of creativity at least. Given that many of us have been working for a number of years at the marketing entrepreneurship interface then the need and desire to range over a variety of disciplines and sources is at least second nature. This open-source approach should stand our explorations in better stead than more traditional monolithic approaches. This paper is a ramble of ill thought-out ideas and poorly understood concepts only infrequently linked together in any coherent fashion with tenuous examples to illustrate I’m not sure what. As such it is eminently suitable as a conference paper and we should have more papers like this where the collective tribal mind can be engaged to help move the thinking forward. Certainly in the UK academic field the RAE has arguably curtailed creativity, some of which might just be meaningless fluff but in a few cases at least might just led onto an insight! What then is on offer here? Well the ramble attempts to link ideas about the role of creativity in older artistic cultures with its place in the new digital economy. In this transition art succumbed to commerce and receded but it is argued has the opportunity to be more dominant once again in the digital economy. This process is illustrated from research on the craft sector in the UK. In the film The Matrix the image created is very accurate reflection of our current cultural and economic landscape. Never have we had more options as to how we shape our organisations. Access to creative expression has never been more accessible and the landscape never more open. It is not however, despite the hype, a universally available landscape and this is its greatest weakness.