

Reprinted from Arts In Education, March 1990 Newsletter

## CREATIVITY - INHERENT OR LEARNED

A Simon Fraser University researcher believes that although some people seem naturally creative, those less fortunate can be taught to use innovative and creative thinking in education, business and government. Ernie Zelinski says developing the ability to be creative is recognized increasingly as one of the most important goals of the education process, and this doesn't apply just to the public school system. Business Week reports that more than half of the Fortune 500 companies send their managers for creative training, a trend which supports Einstein's statement "Imagination is more important than knowledge".

"Creativity is more than knowledge. This is an important distinction. Many people feel that grasping and remembering a myriad of facts and figures will give them an edge in life. It may, but it is more likely just to make them good at Trivial Pursuit," says Zelinski. He says that there are two types of thinking, hard and soft. "Soft is the mode where most of us can improve and it is the one that many artists and musicians are good at. Soft thinking requires us to be flexible at random, the mode for generating a large number of ideas. Research shows soft thinking is done by the right side of the brain and it should be done before any hard thinking is started.

"Hard thinking is what most people are good at; it is what we have traditionally been rewarded for by schools and employers. It emphasizes logic and practicality and is good for analyzing ideas. True creative thinking is dependent on both modes. First generate ideas by soft thinking then use hard thinking to analyze and implement". Zelinski has researched far and wide for an encompassing definition for creativity but none seems to sum up the attribute more succinctly than one by Dr. E. Land, inventor of the Polaroid: "Creativity is the sudden cessation of stupidity".

## STATE OF THE ATRS FORUM

The North Shore Arts Commission will hold a public forum: 'The State of the Arts' on Thursday April 26, 1990, 7 p.m. at Capilano College.

The purpose of the forum is to provide the opportunity for the Arts Commission to give a Report on past and present activities and receive input from the community concerning our future direction.

The Arts Commission invites you to present a one to two minute report on, the most significant development, program or event you or your organization has been involved with over the past year, topics you would like to see on the Arts Commission Agenda in 1990-91 and/or your response to the Commission's work to date. If you are interested in making a presentation please contact the North Shore Arts Commission office, at 980-3559, to notify them of your participation. The schedule of the State of the Arts Forum will be as follows:

Arrival entertainment - Pro Nova String Quartet

Welcome - Dr. Doug Jardine

Keynote Speaker - Max Wyman

Performance

Speaker - "Activating the Arts"

Performance

NSAC Address - Judy Dennis

Open Forum

Reception

Display space and Graffiti Boards will be available in the lobby for organizations to exhibit materials. An afternoon workshop entitled "Activating the Arts" will be held from 1-4 p.m. April 26 at the College. The workshop will present an overview then breakdown into work groups developing strategies in areas of lobbying, fundraising and advocacy.

Registration for afternoon workshop is limited. Fee \$5.00. Contact NSAC office staff for enrollment information.

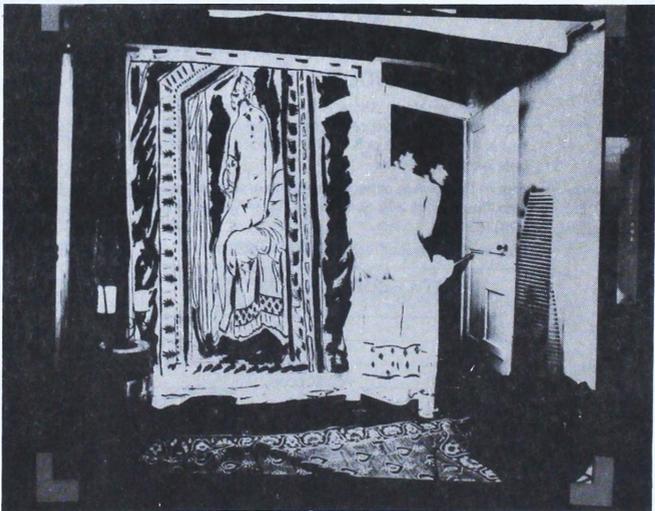
The Arts Commission looks forward to your participation in the 1990 State of the Arts Forum.

Sincerely,

Judy Dennis

THE PATH TO SUCCESS IS PAVED  
WITH GOOD INTENTIONS THAT  
WERE CARRIED OUT.

Bob Edwards



Julie Brown - Rrap, "Secret Strategies / Ideal Spaces." b/w photograph. from AURORA AUSTRALIS: Film & Photographic Works