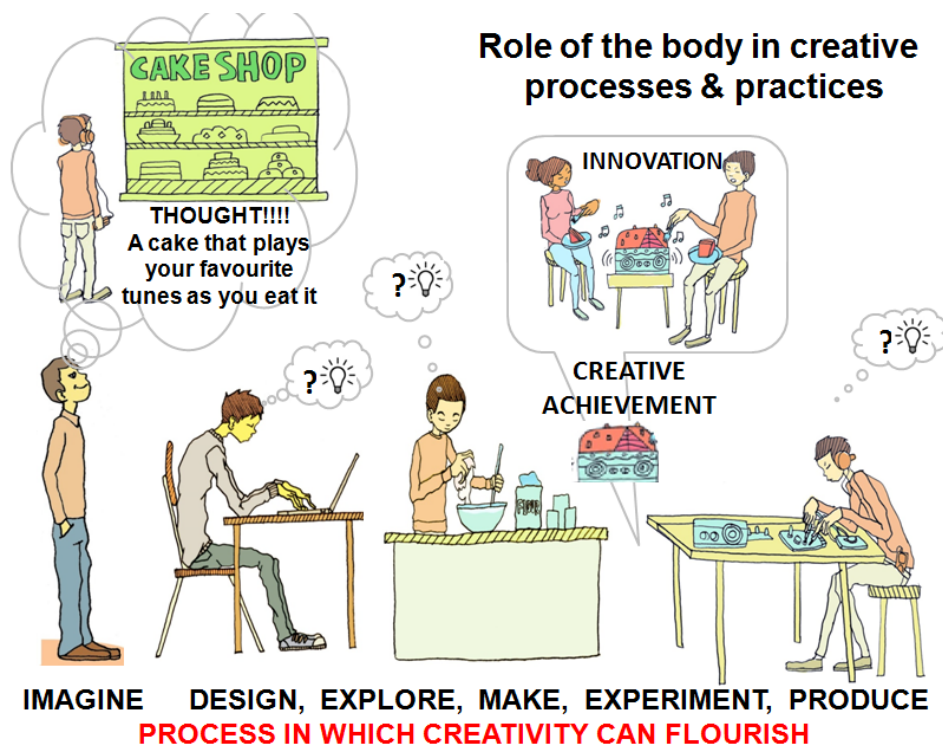


# A story to Illustrate the role of the body in a creative process

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Making something tangible like an artefact that did not exist before is probably the simplest representation of a creative process - a process through which an individual's creativity can flourish. If this invention is commercialised and finds a market then additional dimensions. It's a hypothetical story aimed at illustrating the ways in which body and mind are connected.



A young man is out for walk one day. He who enjoys listening to music and eating cakes and he pauses in front of a bakers breathing in the smells of freshly baked bread and sweet confectionary. Looking into the shop window he see some wonderful cakes and he wonders whether he should buy one to take home. The vision seems to fit the music he is listening to on his ipod - his current favourite band.

This unique set of circumstances (for this young man) conspire to cause an idea of a cake that plays music when you eat it. The idea is new to him and although other people may have thought about it before no musical cake has ever been brought into existence as far as he is concerned. This part of his story illustrates that his presence in this seemingly random in a specific place, resulted in certain information being gathered by his senses

that stimulated his imagination. The situation containing the sensory information made his idea more vivid and real, he felt, smelt and tasted his idea rather than just visualising it and it inspired him.

The young man is highly motivated by his idea and is convinced that he could make such a cake. So he sets about developing his idea. He explores the possible ways in which he might create the music mindful of the costs and the potential health risks of integrating electrical devices into a cake. He hits on the idea of a small chip in the base of the cake that is not eaten sends a pre-recorded message or tune to an app on a mobile phone which plays the recording.

He starts designing and making a prototype. It requires much experimentation and involves many setbacks. He talks to a friend he knows who has made a number of apps and they work on a design together. He enlists the help of the local bakery and a small electronics company who are both willing to help build a prototype which can then be pitched to potential investors. The whole developmental process involves continuously solving problems and seeing opportunities in which the young man's creative and analytical thinking comes into play. Every new idea or possible solution is evaluated and judged in the search for possible right answers. Its hard work, he is involved in many meetings and a number of collaborations. While he has quite a lot of technical skill and can mock up a prototype. To make it a commercial proposition he must enlist the help of others. His own contributions involve selling the idea to others with both commercial and technical expertise and the equipment to manufacture the cake.

This part of the story illustrates the way in which head body and heart are involved in the challenge of developing and manufacturing a new product with commercial potential but an unproven market. While the initial idea might be truly original the hard work of creativity is to turn an idea that inspires into something real and concrete - whether it be a process, product, virtual object or performance. This normally requires a process through which ideas are questioned, problems are solved and obstacles are overcome. This development process provides scope for further creativity and if the result creates something tangible that is of value to the individual or others then it might be deemed an innovation if it is significantly different to anything that has existed before. At some point, after sufficient market research has been undertaken to indicate a potential market, a decision is made to apply for a patent. All these things require physical, cognitive and emotional engagement of a high order. The whole of his body is very much involved in this invention.

So what would this story look like if it was a teacher creating a new course?