Creativi si nasce.
Ma si diventa pure
Born, or becoming creative

Combining pre-existing elements of reality in a new and original way in the attempt to bring out something that still does not exist - not at all easy.

I do not consider myself to be a creative person. However, in a more concrete way, I believe I am an outsider that is not very suited to group work and who plays her role on the chessboard of life to the best of her possibilities - but not always. Manually impaired, except for hitting the keys on the keyboard of my Mac, I look to those who work even to prepare a Christmas gift in a perfect way with admiration. However, there is not just one creativity, and this I have understood now. Originality is also in attitudes, in what we eat, in how we dress or how we express ourselves. If then we are talking about producing winning ideas in order to improve competitiveness, then the stage opens to professionals like Gianni Clocchiatti, who has even written a book about ‘Creativity for innovation’.

And believe me: ‘written’ is an understatement. Try going to a serious presentation such as the one organised by FrancoAngeli where, first of all, the bystanders are divided according to the brand of their mobile phones. Where the fear of being seen as stupid using the most banal phrase is banned, where dialogue begins by choosing a card from the Eureka deck by Nicola Piepoli, which I had never even seen before. Precisely how I was not able to place the down turned knights on top of the horses or resolve a number
tri - per me di sicuro - sfiancanti giochi d’abilità e ingegno. Gli stessi di cui sono spesso vista a favore di una certa fantasia che, con grande orgoglio di mio padre, mi accompagna fin da piccola. Con questo, una volta assoluta le difficoltà di una delle partecipanti, smaniosa di convincere una troupe televisiva a trovare interessante la propria villa al fine di farla diventare un set televisivo, mi sono reso conto che stavo sforzandomi di trovare una ragionevole soluzione. Perché la creatività, sostiene Ciocchiati, funziona così. Prima ti ci devi calare dentro, vivere la questione il dilemma il problema la necessità, come se ti appartenesse. Una volta identificato, lo devi definire il più esattamente possibile perché a te stesso, e agli altri con te, sia ben chiaro da dove partire. Non senza prima aver liberato la mente attraverso un processo di allontanamento dal problema concreto e dalle sue necessità. E qui l’improvvisazione ha la meglio fra risolute e umiliciumeri vari. Solo così si riesce a far spazio alla creazione di idee tassatamente non giudicabili per originalità, funzionalità, ecosostenibilità, etico, valore per chi ci deve investire e per chi la deve realizzare, estetica, fattibilità, tempi di realizzazione e presentazione, essi quanto l’idea, così come si presenta, è vendibile e comprensibile. L’ottica è tutt’altro che in chiave Problem solving. Qui siamo a un livello superiore che, al di là degli insopportabili anglicismi, parla della capacità di scovare soluzioni creative perché da un desiderio si guama - possibilmente tutti intesi e senza gli occhi posti - a un piano d’azione pronto per essere realizzato. Per la cronaca: l’idea anonima che ho prodotto invitando la ‘cliente’ a girare nella potenziale location una soap ‘fatta in casa’ per farsi conoscere sul mercato della produzione televisiva è stata la più apprezzata. Quanto a metterla in pratica, questo è tutto un’altra storia. E Ciocchiati lo sapeva benissimo.

of other easy games of ability and ingenuity. The same ability that I do not have in favour of a certain amount of imagination that has accompanied me ever since I was little, for my father’s pride and joy. With this, after having listened to the problems of one of the participants, with her mania for convincing a television troupe that her villa was interesting enough to become a TV set, I realised that I was forcing myself to find a reasonable solution. Because this is the way creativity works, says Ciocchiati. First you have to enter it, live the question-dilemma-problem-necessity as if it were a part of you. Once identified, you have to define it as exactly as possible so that where you should begin is clear to you and to others just like you. Not without first having freed your mind through a process of distancing from the concrete problem and from its necessities. And this is where improvisation is on top amidst the giggles and various winks. This is the only way to make room for creation of ideas that are definitely not judgible for their originality, functionality, eco-sustainability, ethics, aesthetics, feasibility, production and presentation times as much as the idea as it is presented is sellable and understandable. This view is anything but one of problem solving. This is a higher level that beyond the unbearable Anglicisms speaks of the ability for finding creative solutions because from a desire we reach - preferably all in one piece - a plan of action that is ready to be put into action. For the record: the anonymous idea I produced inviting the ‘client’ to record a ‘homemade’ soap opera in the potential location to make herself known on the television production market was the most appreciated. As regards putting it into practice, that is a totally different story. And Ciocchiati knew it well.