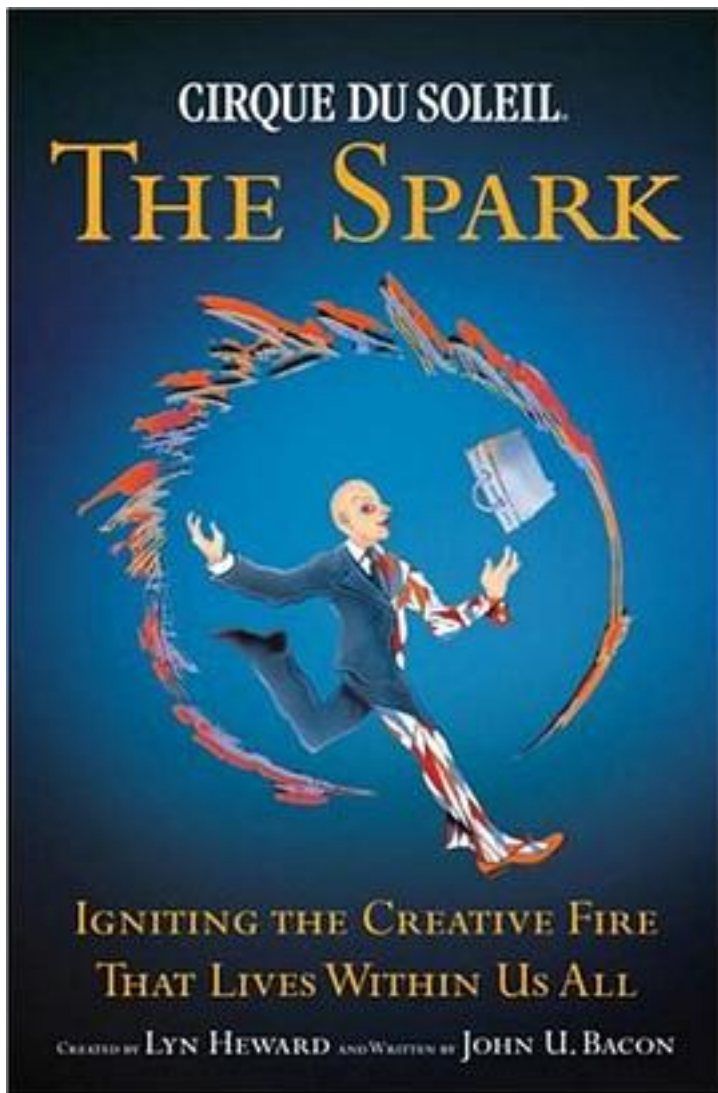


# Cirque du Soleil



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著者:John U. Bacon

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## Book Description

Creativity and innovation are widely recognized as essential to success in business, and so many aspects of our lives. For over two decades, Cirque du Soleil has been a world-renowned laboratory of creativity, enthraling audiences around the world by fusing dazzling acrobatics, staging and choreography, and music, along with beautiful costumes and technical effects to inspire and create magical, almost otherworldly theatrical experiences. In *The Spark*, Cirque's former president of creative content, Lyn Heward, invites readers inside the world and ideas of Cirque du Soleil through the story of an ordinary man searching for meaning in his work and life.

Like so many other people in their careers, sports agent Frank Castle has lost the passion he once had for his job. But a chance encounter with an inspiring Cirque du Soleil director takes him inside Cirque du Soleil to meet the artists, directors, designers, and technicians who create, shape, and perform in their acclaimed shows. As the story unfolds, the artists reveal surprising secrets about the sparks that ignite their creativity — from the pressure of deadlines and the exhilaration that comes from risking it all, to the chance encounters and everyday occurrences that have changed the way they live and work. As Frank comes to discover, every one of us is creative — wherever we work or whatever our job title is — but it's up to us to tap into that powerful force.

As *The Spark* makes clear, there is no single formula for creative success—each of us must unlock the power of our imagination in our own way. An inspiring tale that draws on behind-the-scenes stories from the most creative people in entertainment as well as some out-of-this-world Cirque du Soleil magic, *The Spark* is an unparalleled guide on how to make creativity a part of everything you do.

Lyn Heward is the former President and COO of Cirque du Soleil's Creative Content Division and is currently acting as executive producer for a variety of special projects. John U. Bacon, a veteran journalist and public speaker, has won numerous national writing awards and is the author of three books.

## Synopsis:

This is a guide to the power of creativity and imagination and how they can enrich our world. Creativity and innovation are widely recognised as essential to success in business. For over 20 years, Cirque du Soleil has been a world-renowned laboratory of creativity, enthraling audiences around the world by inspiring and creating a magical theatrical experience. In "*Cirque Du Soleil the Spark*", former president of creative content, Lyn Heward, invites readers inside the world and ideas of Cirque du Soleil through the story of an ordinary man searching for meaning in his work and life. As this book makes clear, there is no single formula for creative success - each individual must unlock the power of their imagination in their own way. An inspiring tale that draws on behind-the-scenes stories from the most creative people in entertainment, "*Cirque Du Soleil the Spark*" is an unparalleled guide on how to make creativity an integral part of business.

## From Publishers Weekly

For anyone who has ever marveled at the creativity, athleticism and magic of Cirque du Soleil, this book is a jewel that explores the showmanship, challenges and philosophies that have made Cirque an international sensation. Using a fictional narrative, Heward (former president and COO of Cirque's creative content division) and journalist Bacon follow a sports agent named Frank as he seeks the drive and

enthusiasm that have faded from his career. Through a chance encounter while in Las Vegas, Frank sees a Cirque du Soleil performance and is enchanted. Before long Frank takes a leave of absence from his job and starts training with Cirque athletes in Montreal while giving the reader a behind-the-scenes look at how the Cirque sensation is created and the underlying philosophy. He gleans lessons on the value of working for a common goal, creating a meaningful experience for customers, using failure as a learning tool and how to reinvent oneself to find life's true path. While the scenarios that Frank encounters often seem too convenient, the book is captivating and offers important lessons that can be applied to many aspects of modern life. (Apr.)

From AudioFile

If you've every wondered what it would be like to run away to the circus, this book might bring that spark to flame. Its account of one man's encounter with the Cirque du Soleil management system relates both information and inspiration for anyone seeking success. Narrator Christopher Evan Welch plays the part of a lost and lonely sports agent who stumbles backstage at a show in Las Vegas. This victim of burnout is looking for a spark to rekindle his interest in life and work. Listen as Welch increases his tempo as the author is challenged and enthusiastically meets those challenges under the tutelage of the coaches and managers of this world-class circus. R.O.

About Author

Lyn Heward is the former President and COO of Cirque du Soleil's Creative Content Division and is currently acting as executive producer for a variety of special projects. John U. Bacon, a veteran journalist and public speaker, has won numerous national writing awards and is the author of three books.

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Book Dimension :

length: (cm)19 width:(cm)12.7

作者介绍:

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太阳马戏团

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评论

The key to Find your spark in your work is to think and preform differently. Not find a heaven. You make a heaven.

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书评

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