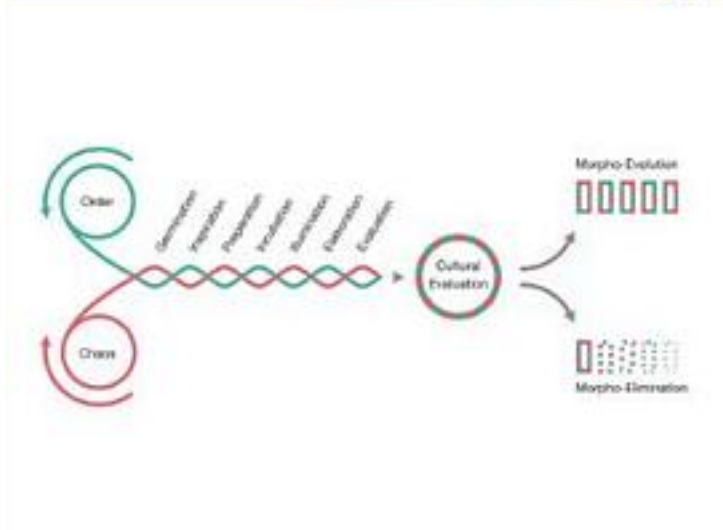


The Spirit of Creativity



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The Spirit of Creativity is a systemic study of human creativity. It offers a fascinating visual model of the creative process consisting of four major stages: stage I, the interplay of chaos and order; stage II, creative production; stage III, cultural selection; stage IV, morpho-evolution and morpho-elimination of created products and forms. The author analyzes the seven phases (germination, inspiration, preparation, incubation, illumination, elaboration and evaluation) of stage II, leading from a vague hunch to a product meeting the criteria of creativity. A vast number of examples, taken from all continents and various cultures as well as from art, technology and science and other fields of human endeavor, illustrate how cultural recognition and rejection influence the creative processes of individuals and teams. The author demonstrates the tremendous impact of the Mongol Empire, the Silk Road, and the medieval Muslim golden age on the origin of the European Renaissance.

作者介绍:

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