

# Uvod

Kreativnost je ono čega može ali i ne mora biti u svakom ljudskom činu i svakoj ljudskoj djelatnosti. Vidljiva je, može se čuti, dodirnuti, okusiti, mirisati - u proizvodima/djelima koji mogu pripadati području umjetnosti, dizajna, poslovanja, komunikacije...

Kreativni čin utkan je u lijepu (inovativnu) jezičnu konstrukciju, u djelo arhitekture, skulpturu, likovno djelo, likovni koncept...; kreativnost je ono što može ponijeti u glazbi, osvojiti nas za roman, 'zalijepiti' za filmsko platno...

Sveprisutnost kreativnoga čina u svakom od navedenih područja ide pod ruku sa svojevrsnim zaboravom govora o kreativnosti, odnosno promišljanja tog fenomena. Nerijetko se, naime, govor o kreativnosti svodi na jadikovke o nepostojanju kreativnosti.

Kreativnost u medijima jedna je od najrjeđe promišljenih tema. Djelomice zato što je kreativnosti i inače teško misaono elaborirati, a dijelom i zato što su tehničke inovacije 'pokrile' prostor interesa za razumijevanje kreativnosti kao takve. Otuda potreba za interdisciplinarnim promišljanjem fenomena kreativnosti u sinergiji različitih teorijskih pristupa, odnosno promišljanja različitih

## Introduction

Creativity is that which may or may not be present in every human act and every human activity. It is visible, it can be heard, touched, tasted, smelled - in products/works which may belong to the field of art, design, business, communication, etc.

Creative acts are woven into beautiful (innovative) linguistic constructions, into works of architecture, sculptures, works of art, artistic concepts, etc.; creativity is that which has the ability to transport us in music, that which makes a novel gripping, that which 'glues' us to the big screen...

The ubiquity of the creative act in all of the aforementioned fields goes hand in hand with a kind of forgetfulness in speaking about creativity, or reflecting on this phenomenon. Too often does the talk of creativity boil down to lamentations regarding the lack of creativity.

Creativity in media is one of the least often contemplated subjects. This is in part because creativity is notoriously difficult to elaborate on intellectually, and in part because technological innovations have 'covered' the field of interest in understanding creativity as such. Hence the need for contemplating the phenomenon of creativity in an interdisciplinary fashion, in the synergy of different theoretical approaches, i.e. contemplating the different areas of the application of creativity (different techniques).

područja primjene kreativnosti ( različitih tehnika).

Sučeljavajući analize različitih umjetničkih pristupa, kreativnosti u poslovanju, likovnih i/ili dizajnerskih rješenja, kreativnosti u marketinškim promišljanjima i komuniciranju općenito – želimo oblikovati platformu za bolje razumijevanje onog dijela ljudskoga bića koje nas je kroz povijest uvijek vodilo prema naprijed.

Otvaramo temu kreativnosti kao idealno mjesto susreta različitih teorijskih praktičkih i poetičkih pristupa, mjesto prepoznavanja, teorijskog i praktičnog nadahnuća.

In juxtaposing the analyses of different artistic approaches, creativity in business, artistic and/or design solutions, creativity in marketing deliberations and communication in general – we wish to design a platform for a better understanding of the part of the human being that has always led us forwards through history.

We raise the topic of creativity as the ideal meeting place of different theoretical practical and poetic approaches, as the place of recognition, and theoretical and practical inspiration.