**Creativity Squared**

***Please include a bio and headshot for whoever is answering the questions and send to newsdesk@lbbonline.com***

According to creativity researchers, there are four sides to creativity. Person (personality, habits, thoughts), product (the thing that results from creative activity), process (how you work), and press (environment factors, education and other external factors) all play a part. So, we figured, let’s follow the science to understand your art. Creativity Squared is a feature that aims to build a more well-rounded profile of creative people.

For each topic, you can choose whether you’d rather write 200 -300 words or answer the prompts/questions. And for each we’d love a relative image (you in your creative habitat, a piece of work that you’re particularly proud of, your sketchbook).

**Person**

What kind of creative person are you?

*Prompts:*

*How would you describe your personality?*

*How do you like to see the world?*

*Do you think creativity is something that’s innate or something that you learn – why?*

*Would you consider yourself and introvert or extravert – or something else? Why?*

*How do you feel about routine?*

*When it comes to creative ‘stuff’ that you enjoy, do you like things that are similar to the work you do or do you enjoy exploring*

**Product**

How do you judge the creativity of a piece of work?

*Prompts:*

*How do you assess whether an idea or a piece of work is truly creative? What are your criteria?*

*Has that criteria shifted or evolved over the years?*

*What creative campaigns are your proudest of and why?*

*Overall, what do you make of the industry’s creative output right now? What’s exciting you about it or frustrating you?*

**Process**

Tell us about how you like to make creative work

*Prompts:*

*How do you like to start a campaign or creative project?*

*Are there any tools or platforms (analogue or digital) that you find particularly helpful for gathering or iterating ideas?*

*Are there any techniques that you’ve tried that just didn’t gel with you, why?*

*Do you like to start every project as a blank sheet or are you constantly collecting possible inspiration or references for future projects?*

*DO you prefer to work collaboratively or alone?*

*When it comes to the hard bits of a project, when you’re stumped, do you have a process or something you like to do for getting past those tricky bits?*

*When you’re working with a group, where you might be helping someone else with their process*

*How do you know when a piece of work is ‘done’?*

**Press**

What external factors have shaped you and what can make or break a creative project?

*Prompts:*

*Where did you grow up and what early experiences do you think sowed the seeds of your creativity?*

*How did you hone your craft?*

*When it comes to your own creativity, what external factors can really help you fly, and what do you find frustrates it? (for example, do you thrive on stress or does it spur you on? Does clutter trigger ideas or does it distract you?)*

*What advice would you give to clients looking to get the best out of the teams and agencies they worked with?*

*How do you think agencies can best facilitate creativity in terms of culture and design?*