

Creativity: Who, When, Where?

Edward Malecki (Geography), The Ohio State University (USA)

Creativity is the art of creating the new: new knowledge, new products, new designs, new works of art, new combinations. This paper surveys the field of creativity, focusing on *who* is (more or less) creative, *when* are they (more) creative, and *where* are creative people most creative. The question of *who* is creative centers on the combination of native ability, education and experience. Occupation provides and constrains opportunities: the arts, design, synthesis, and system integration are all jobs for whom new and nonroutine are routine, recalling spatial divisions of labor as determinants of where people have specific occupations. *When* does creativity emerge? Certainly it can be spontaneous and unplanned, enhanced by the advantages of urban agglomeration. Creativity also can be planned and managed to some degree, as in corporate research and development and the recent examples of Google and IDEO. Where does creativity take place? Human interaction that stimulates creative thinking takes place in the workplace (regular, temporary, virtual), in permanent clusters of large urban agglomerations, and in temporary clusters (e.g. trade shows, conferences, workshops, symposia and meetings). Attempting to create permanent locations for creativity generates urban policies for creative people.