



Creativity and Cultural Policy

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Creativity has become a popular buzzword in contemporary cultural policy, yet the term remains poorly understood. In this collection, cultural policy specialists together with experts on psychology, creative enterprise and arts education, consider how 'creativity' is defined in a variety of settings, from 'creative management' to 'creative labour'.

The starting point of the book is to move beyond the notion that creativity is simply a product of extraordinary individuals and extraordinary thinking. In reality creativity draws together apparently contradictory thinking styles, processes and purposes which extend well beyond the mythical figure of the solitary genius.

This broad definition of creativity encompasses the contributions of managers, entrepreneurs and intermediaries to the creative process as well as the creativity of consumers and schoolchildren. In turn this implies a broad definition of cultural policy, taking in intellectual property law, education policy and corporate governance as well as policies towards the arts and creative industries.

This collection of articles offers new ways of thinking about creativity and about cultural policy. It will be of interest not only to students and practitioners of cultural policy but to anyone who is curious about the value and purpose of 'creativity' in contemporary culture.

This book was originally published as a special issue of *International Journal of Cultural Policy*.

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