

Creativity can be applied to many areas to generate anything, ranging from new ideas to tangible objects and everything in between. If there is a need, creativity can be there to offer an answer to a question or give a solution to a problem. Focussing in this blog on artistic creativity instead of the more technical side of creativity, we see that it has a more personal approach, more intuitive and closely associated to arts related activities. The emphasis here lies more on design that is pleasant, aesthetic and beautiful. This free flow approach, where beauty lies in the unexpected, but also in the combination and creation of shapes and structures that are perhaps unusual, gives room for new interpretations on creative design. So run free, explore all kind of shapes, patterns and colours and let your creativity flow.