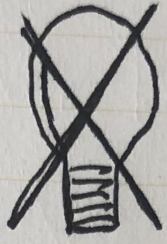
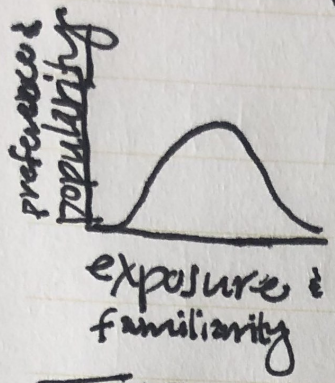


# THE CREATIVE CURVE

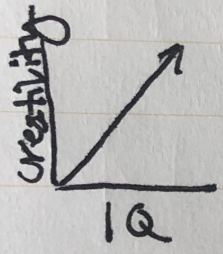
ALLEN GANNETT



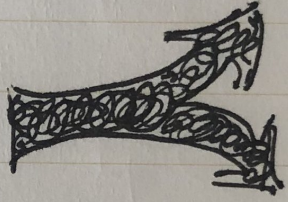
Yesterday... this chord progression seemed familiar...

**FRIEND** =

MASSSES AGREE  
THERE'S VALUE



**no!**



divergent thinking  
yesss...

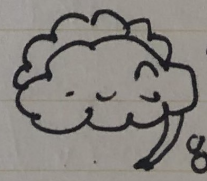
**MYTH!**

eureka!

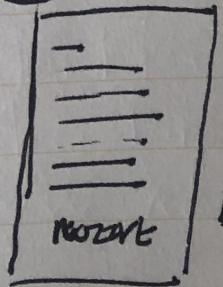
**REALITY:**

scrambled eggs baby I love your legs

evolution



"Yesterday" took 2 yrs!  
 they look diff... why?

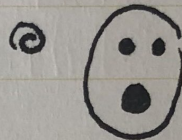
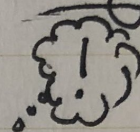
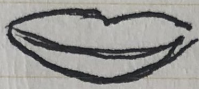


- Mozart's letter was fake.
- When he wrote his first truly original concerto at 17, he'd had 14 yrs of daily practice.

# 4 ELEMENTS TO THE MYTH

SOLO

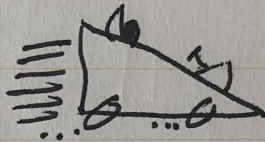
endeavors.  
individual genius.



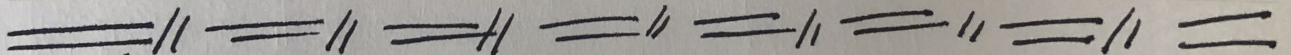
INSTANT  
epiphanies



FAST  
SUCCESS



INSANITY

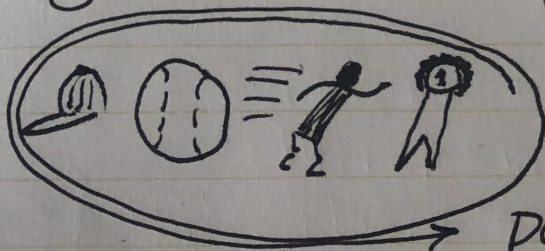


10K

hrs?

REALLY?  
WELL...

- ▲ some things take less  $\Rightarrow$  # people pursuing
- ▲ we begin to automate  $\Rightarrow$  purposeful practice

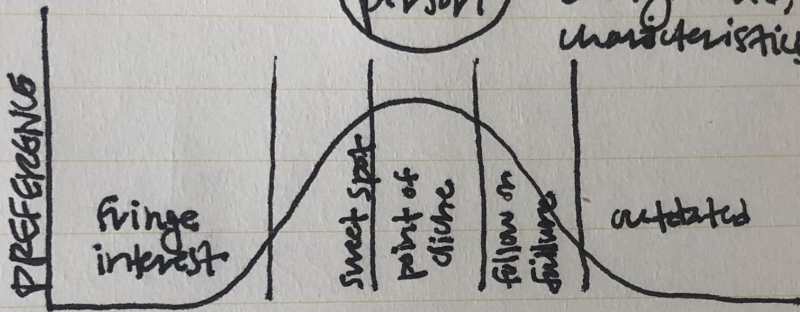
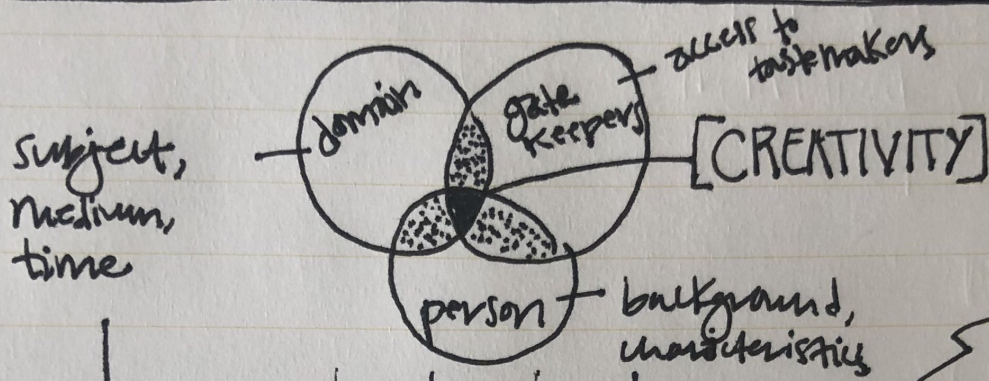


positive feedback loop

Creative =

Creative genius =

... a social phenomenon about FANS

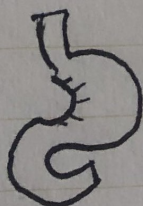


It's inevitable!

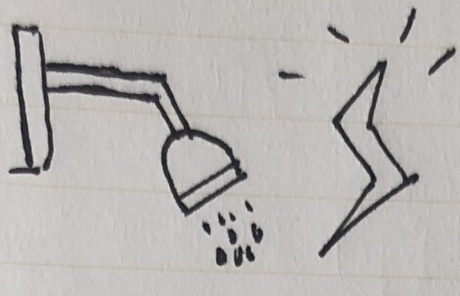
- SLOW THE EFFECTS W/ LESS EXPOSURE ...
- OR MAKE YOUR PRODUCT ADDICTIVE

## 4 laws of the CURVE

1. CONSUMPTION → 20% RULE

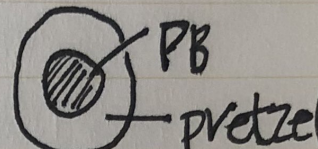


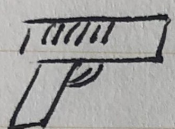
- ~ prototypes
- ~ exemplars
- ~ consumption of relevant material makes up for experience



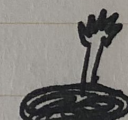

# SHOWER MOMENTS...

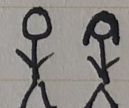
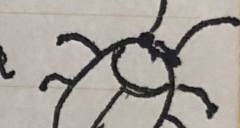
**A** the overbearing left stops crowding the right.  
the right ~~spikes~~

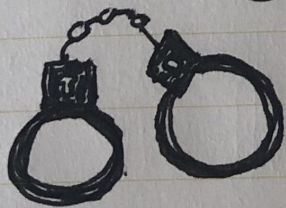
**B** COMBOS  PB  
pretzel

**C**  external triggers (maybe hidden)

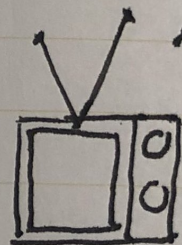
## 2. IMITATION - VONNEGUT STORY MODELS

▼ man in the hole  ▼ cinderella 

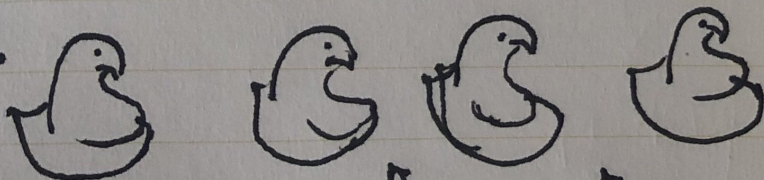
▼ boy meets girl  ▼ Kafka 



constraints →  
= Creativity



## 3. COMMUNITY



MASTER'S  
TEACHER

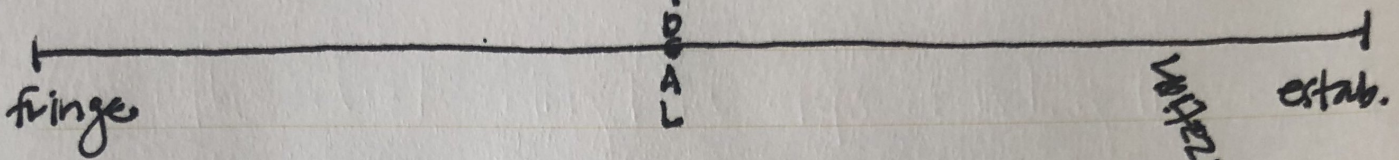
CONFLICTING  
COLLABORATOR

MODERN  
MUSE

PROMINENT  
PROMOTER

90% of my day is just asking questions

D.A. Wallach



4. ITERATIONS a la Ben & Jerry



- A. Ideation (brainstorm)
- B. Constraints (practical + policy)
- C. Reduction (surveys)
- D. Curation (taste testing)
- E. Feedback

FOLLOW THE DATA!

IT WILL HELP YOU

create THE IDEAL BLEND  
O.F.

novel and familiar