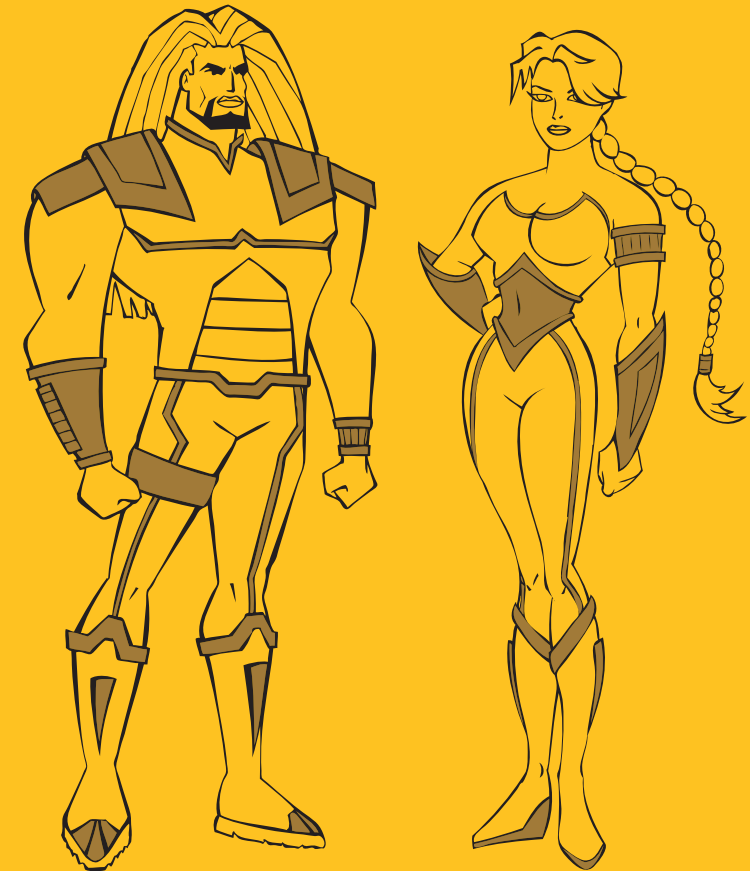


## Be Inspired Beyond

Seek creative inspiration everywhere; all things visual and cerebral have the potential to inspire. As this inspiration may be fleeting, keep a visual journal or notebook. A notebook, journal, or pad full of your design-related jottings and drawings will be infinitely valuable to stimulate and expand your ability to form creative solutions to design problems.

Also, engage in the depth and breadth of our wonderful culture: attend concerts in a range of musical styles, go to dance performances, watch movies and films, read blogs and books and browse through bookstores, visit off-beat museums or collections in major museums, study the fine arts, take a class in etching or another type of hand printing, make videos, be a photojournalist, and access the inexhaustible web.

Make sure you live beyond the screen. Experience "live" creativity. Attend a performance (or two!) of Cirque du Soleil—a well-known troupe that performs a dynamic mix of circus arts, music, story, and street entertainment. During a presentation at Advertising Week in New York City, Daniel Lamarre, president and CEO of Cirque du Soleil, said that he sends scouts all around the world to seek inspiration in all manner of the arts, architecture, engineering, science, and other subjects. Creativity, he explains, happens by stretching well beyond your boundaries and then bringing the wonder and delight of the collective artistry that you witnessed back into your own mind.



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