

Creativity

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Nine memos

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1.st: Breakdown

- ♦ **Creativity becomes and arises from (through) a breakdown of (in) sense-making**



2.nd: Conflict

- ◆ **Conflict is mother of all and the origin of creativity too**



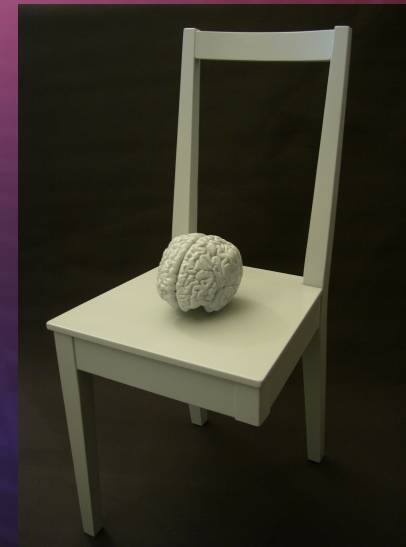
3.rd: Individual and Shared Manifold

- ◆ **The epiphany of creativity needs both an individual act and a shared manifold situation**



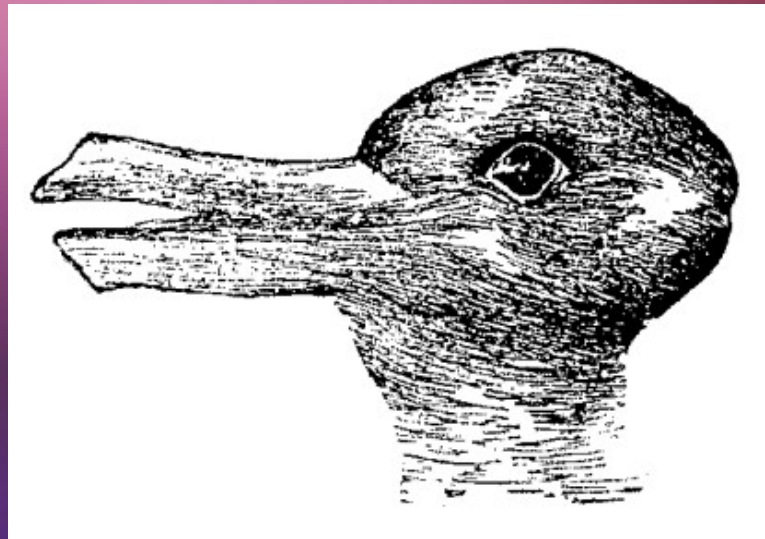
4.th: Undeterminable and Unpredictable

- ♦ **Creativity is undeterminable and unpredictable, because relational mind is, at the same time, embodied, embedded and extended**



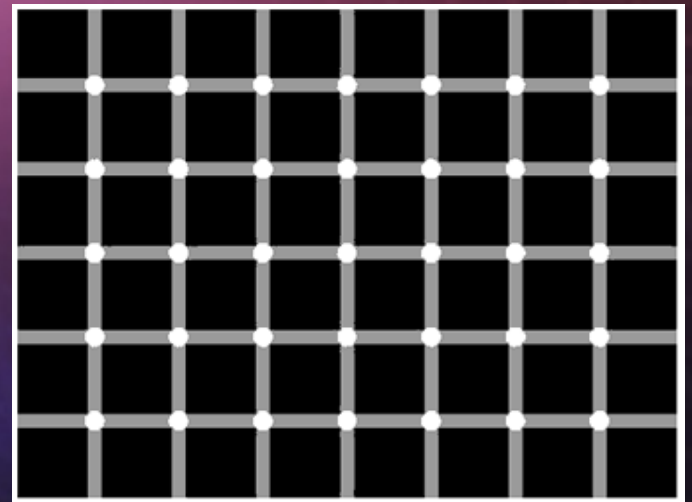
5.th: Ambiguity and Shadiness

- ◆ **We are in many minds about creativity: it enacts from the ambiguity and the shadiness**



6.th: Enactment and Innovation

- ◆ **Organizing is predictably irrational and loosley coupled: the enactment of innovation needs a change of the common conceptual frames**



7.th: Creativity - Learning

- ◆ **Necessary condition for creativity is to act out of situated frames. Learning develops inside situated and consolidated frames**



8.th: Aknowledgment and Innovation

- ◆ **In situated contexts, the epidemiology of innovation depends on the aknowledgment of creativity's acts and results**



9.th: Memetics and code

- **An original codification system can beget a discontinuity in the meaningfulness of the relational links in a community**

