

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Tuesday, 4 April 2023 at 13:00 CET** in room **P-119**
at the **School of Economics and Business, University of Ljubljana**
and via **Zoom** platform

Author:

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will present the article:

Creativity and the compositional paradox: A framework and research agenda

While research on creativity has long acknowledged the importance of iteration, recombination and other integrative activities, the theorizing of creative outputs has often forefronted descriptions that denote a singular output. By explicitly theorizing the nature of creative outputs as composition we develop a vocabulary for understanding creative ideas as simultaneously singular and plural, thereby unlocking the compositional paradox. We specify four compositional archetypes to that end: (1) synergy as the emergence of a new function that comes from bringing multiple ideas together; (2) systemic as the functional connection of the creative idea(s) to existing or new systems; (3) seamless as harmonious connecting of ideas into a pattern or configuration that makes the individual ideas themselves almost invisible, and (4) sourcing as connecting the creative idea to existing themes which make the focal ideas of the composition stand out in dialogue with prior work. Overall, our theorizing of creativity as composition redirects the literature by challenging assumptions that singular and complex ideas imply the same type of creative activities, and by expanding the understanding of how complex creative outputs are formed.

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1524>
by Monday, 3 April 2023.

Access details will be sent prior to the event to signed up users.

We look forward to seeing you!

