

The Creative Arts



"In this culture, creativity is considered a birth defect."

-Ed Coffey

Art & Creativity within a Business Framework



This chapter is about one of the points on that all important triangle of balance I've been trying to sell you on. It's the "Art" portion of the triangle or what in this business is called the "creative" side.

Creativity is about the ability to take little bits and pieces of what seem to be inconsequential nothings and turn them into important somethings. It's about people who aren't very good with rules but can give something in return for those indiscretions. It's the willingness to go mud-wrestling with chaos. It may not always be pretty, but it's usually interesting.

The creative artists are the storytellers who write scripts, create visions, shoot the pictures, paint images and compose music as well as a multitude of other categories as well. While many of these folks cross over and work with the technical side, they use these skills as creative tools and are vital to giving a show its character and life. And they make the business people nervous.

The studios are a business and businesses generally fear chaos, which is a fundamental part of creativity and art. Their relationship with creative people is often one of unease as that chaos represents a potential threat to the stability of the production pipeline. In their perfect world, the production process would be as predictable as bolting together washing machines on an assembly line. But endless efforts to achieve that predictability start a cycle that usually results in poor box office returns and occasionally a regime change at the studio. This causes a re-discovery of the fact that profit potential on creativity can be enormous. During that re-discovery cycle, the studios will attempt to at least show some tolerance for the creative process and the more enlightened ones even try to encourage it in their own fumble-fingered way. Then the cycle start will start all over again.

In spite of all of the difficulties and distrust, there is one area of creativity that the studios *have* embraced wholeheartedly... It's called "creative accounting". At least it's a step in the right direction and from all accounts, it's an enthusiastic one.



Don't think of it as
**EXCESS
STOMACH
ACID!**

think of it as
CREATIVE JUICES
struggling to get out!

