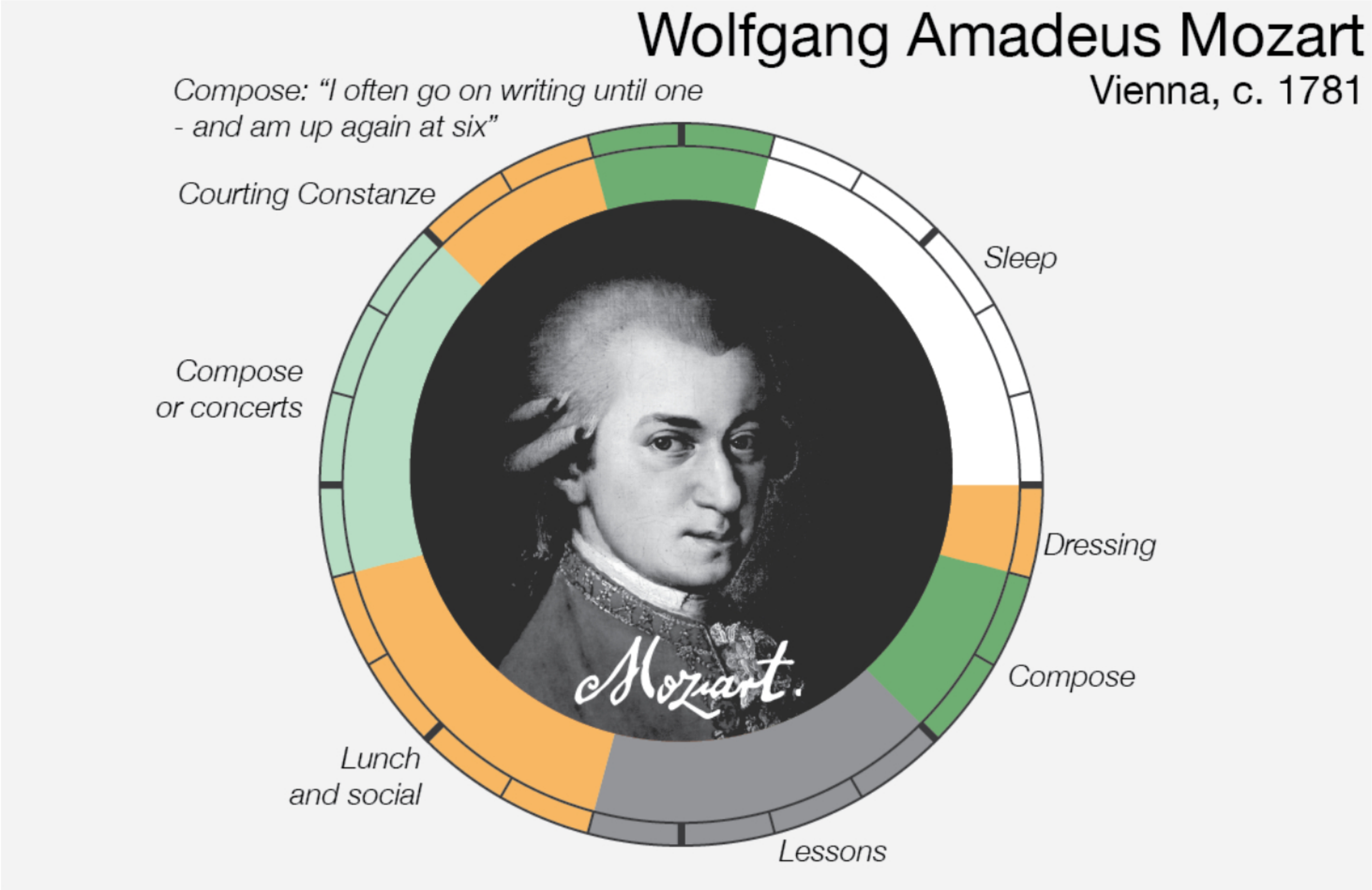


Creative Routines

Abstract Diagram

Small multiple of historic creative's daily rituals.

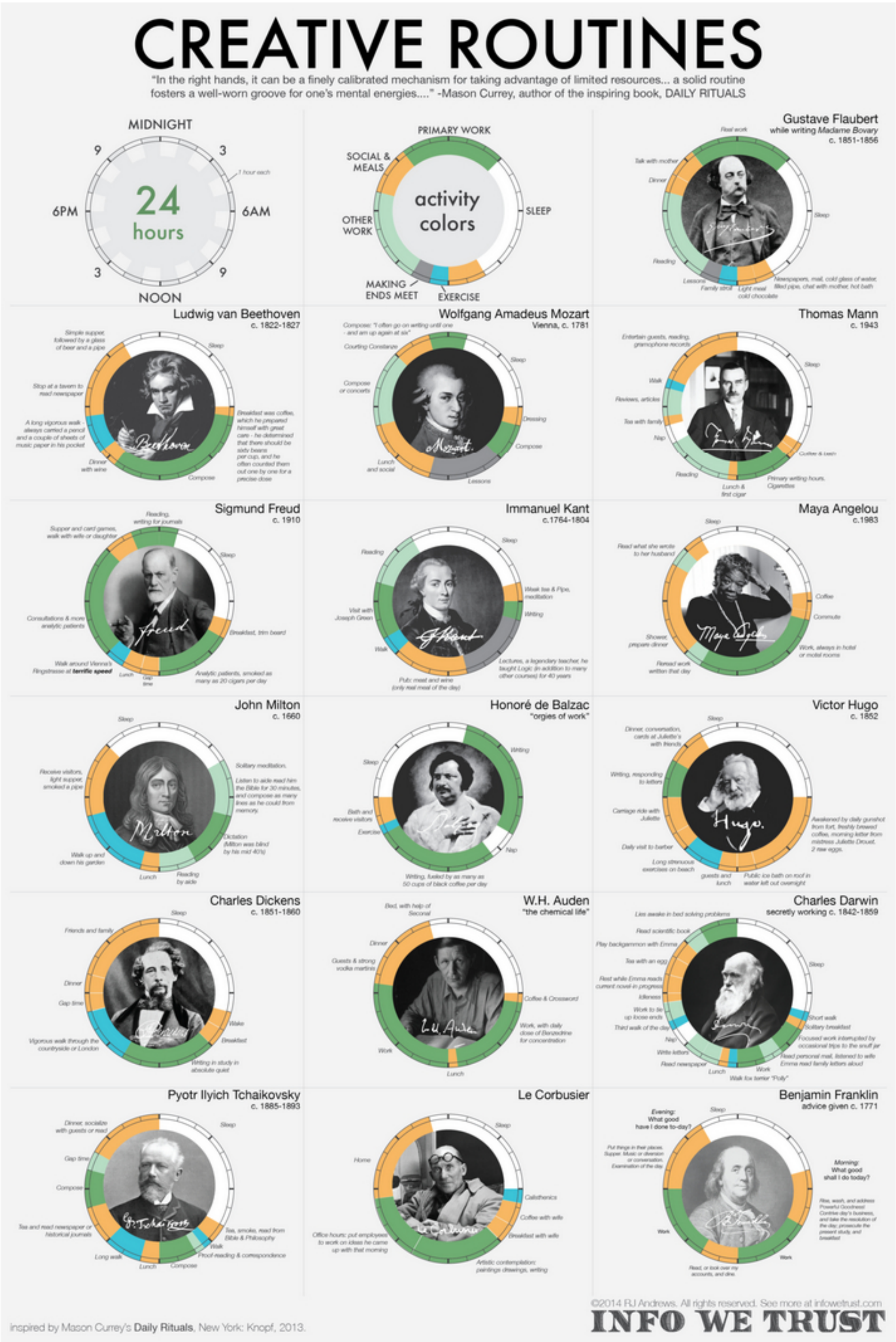


How do creatives - composers, painters, writers, scientists, philosophers - find the time to produce their opus?

Each routine day is represented as a continuous 24 hour cycle. Midnight is placed at 12 o'clock position and noon at 6 o'clock. Colors mark major categories of activity including work, sleep, and exercise.

The original work, a poster grid, took on new significance as people all over the world shared cropped versions, one routine at a time. Instead of comparing historic creatives (Mozart vs. Beethoven), viewers compared a single creative to themselves.

Creative Routines has been shared all over the world.



MORE WORK

