"Alike" is a short animated film directed by Daniel Martínez Lara and Rafa Cano Méndez. The film, which was first released in 2015, tells the story of a father and son living in a monochrome world where everything is the same and everyone is expected to conform. The father is a hard-working clockmaker who is content with his life, but his son, who is a creative and curious child, is not satisfied with the monotony of their world.

The film explores the theme of conformity versus individuality through the relationship between the father and son. The father, who represents conformity, is content with his life and the monotony of their world. On the other hand, the son, who represents individuality, is not satisfied with the lack of color and creativity in their world. The film shows how the son's curiosity and desire to express himself leads him to discover the world of color and art, and in turn, helps him to find his own identity.

The film's message is powerful and thought-provoking. It shows how society often pressures individuals to conform to certain norms and expectations, leading to the loss of individuality. It also highlights the importance of being true to oneself and embracing individuality, even in a world that values conformity. The film encourages the audience to be curious and to express themselves, rather than just conforming to societal expectations.

In conclusion, "Alike" is a powerful and thought-provoking short film that explores the theme of conformity and individuality through the relationship between a father and son. The film is a reminder that true happiness and fulfillment come from being true to oneself and embracing individuality, even in a world that values conformity. The film's animation style and technique also add to its message, making it a truly impactful and memorable work of art.

Society often puts pressure on individuals to conform to certain norms and expectations. This pressure can lead to a suppression of creativity, as individuals may feel afraid to deviate from what is considered "normal" or "acceptable."

One way that society numbs creativity is through the education system. Many schools focus on teaching students to memorize facts and pass tests, rather than encouraging them to think critically and come up with original ideas. This can make it difficult for students to develop their creative skills and may discourage them from pursuing creative endeavors later in life.

Another way that society numbs creativity is through the media. The media often presents a narrow view of what is considered "beautiful" or "successful," and individuals may feel pressure to conform to these standards in order to be accepted by society. This can lead to a lack of self-expression and a fear of standing out, which can stifle creativity.

Society's emphasis on consumerism and materialism can also numb creativity. People may feel pressured to keep up with the latest trends and technology, rather than exploring their own passions and interests. This can lead to a sense of emptiness and lack of fulfillment, which can further stifle creativity.

Furthermore, the constant stream of information and stimulation provided by technology can also numb creativity. It can be hard to focus and think deeply about a single subject or idea, when we are bombarded with notifications, updates and distractions.

Overall, society's pressure to conform to certain norms and expectations, coupled with the effects of consumerism and technology, can lead to a suppression of creativity. It is important for individuals to be aware of these influences and make a conscious effort to nurture and express their own creativity.