**Metaphor and the Human Creative Potential**

Metaphors in the wild rarely occur in isolation. Rather, metaphors in many texts are supported by, or give support to, other metaphors, similes and blends. These various figurative devices present different affordances to an author, and serve complementary roles in the communication of complex ideas. A tentative simile or analogy may lay the groundwork for bolder metaphors to come, which can in turn set the stage for an immersive conceptual blend. Clearly, these are not disjoint phenomena arising from distinct mechanisms, but the manifestations of different settings – such as degree of integration – of a common creative mechanism. Computational modeling offers researchers a generative approach to demonstrating this claim, by supporting the construction of generative systems that can produce their own similes, metaphors, analogies and blends from a small set of core principles. In this talk I explore the workings of such a computational system, called *Metaphor Magnet*, that is realized in a number of public forms, from a *Twitterbot* called @*MetaphorMagnet* to a Web service that provides figurative competence to 3rd-party software systems. In particular, I show how a separation of concerns – chiefly, of conceptual content and linguistic framing – allows the system to achieve a wide variety of human-like figurative outputs from a small number of cognitive principles and AI mechanisms.