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Creator account



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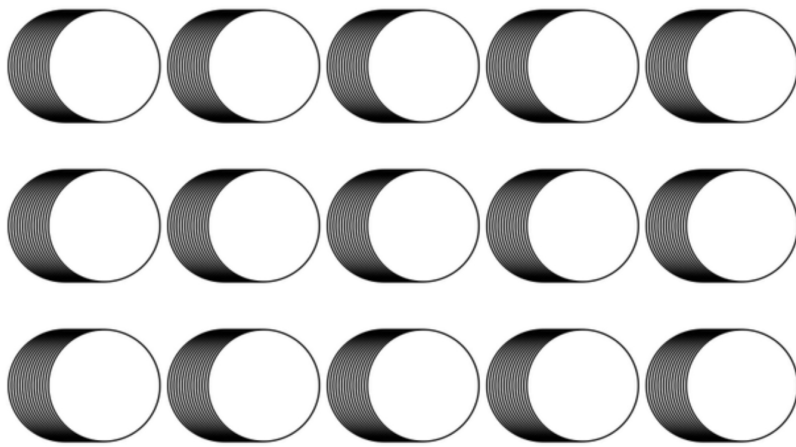
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APR 25, 2021 AT 1:20 PM

## Lessons from Creativity, Inc.

As John often says, "Art challenges technology, technology inspires art." This is not meant to be some clever catchphrase—it articulates our philosophy of integration. When everything is functioning as it should be, art and technology play off each other and spur each other to new heights. Given how different the two mind-sets can be, it can be tough to keep them aligned and engaged with each other. But in my view, the effort is always worth it. Our specialized skills and mental models are challenged when we integrate with people who are different. If we can constantly change and improve our models by using technology in the pursuit of art, we keep ourselves fresh. The whole history of Pixar is a testament to this dynamic interplay.

Just finished [Creativity Inc.](#) and here are two takeaways:

### "Art challenges technology, technology inspires art" (full passage above)

If there's one thing I'm interested it's how these two fields can push and pull on each other. Reading about how Pixar manages this tension to create amazing films was inspiring. I think there's room in this world for more software that achieves this balance.

### "Creativity is more like a marathon than a sprint"

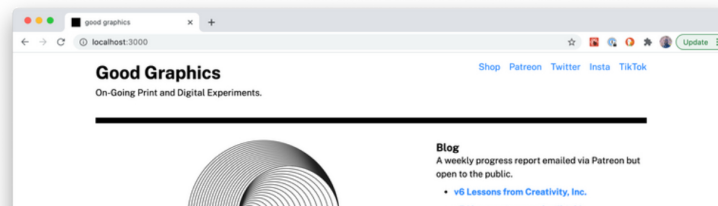
Since I started my creative coding journey last year, I've been sprinting. Partially because I am a workaholic who fixates on a project and will not stop until it is complete, but also because it was my way to wrestle some control over the world when everything about 2020 was the exact opposite. I had already been thinking about the sustainability of my artistic/research practice and how I can slow down to do deeper work and seeing this quote reinforced some of the feelings I've already started to surface.

### Elsewhere...

#### New Patreon Tiers

I rearranged the patreon tiers to include \$2 and \$10 options. Hoping this removes some barriers to entry but also all things are done in the name of experimentation :)

#### Site Redesign



mello

is creating using code.

8 patrons

Share

Tweet

#### RECENT POSTS

Aa

We're moving to substack!!!!

May 15 at 10:35 AM



Retreat + Art Fair

May 8 at 1:10 PM



a.u.b.s. Retrospective

May 2 at 6:55 AM



a.u.b.s.

April 27 at 5:55 PM



I have a stamp and a tiktok!

April 17 at 10:34 AM

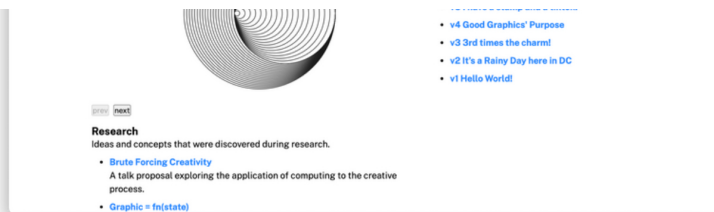
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\$5 per month

Thank you so much for supporting ❤️ ! ! !

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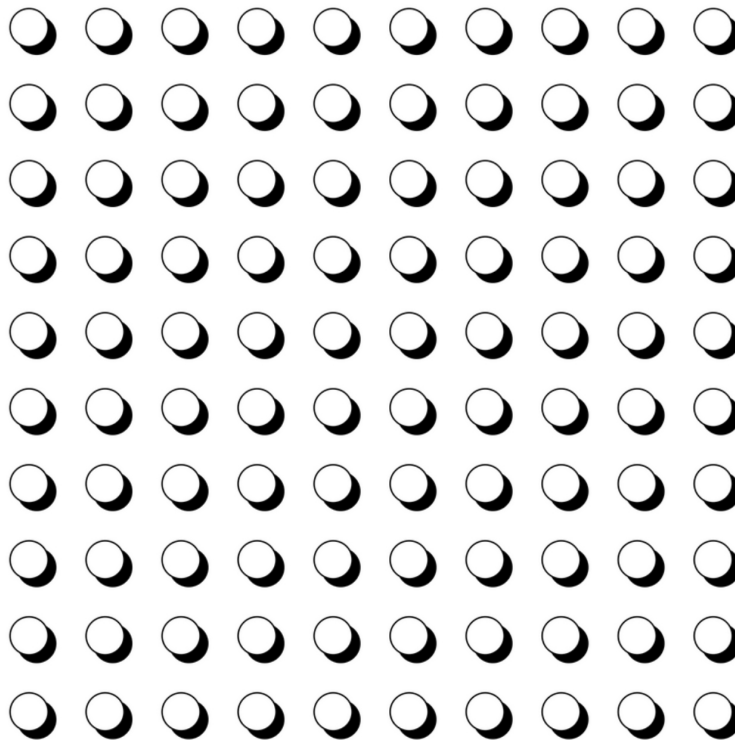


Gave the site a slight refresh! I think it better conveys the research aspect of this endeavor while also elevating these blog posts and formalizing them as informal little updates that you all get weekly. Overall creates a sense of "things are actively changing here" which is what I hope you feel

### New Research Posts

- [Brute Forcing Creativity, Or Computers be Computing!!](#) - I turned my rejected proposal into a research post. The ideas there are still super important to me so wanted to capture them in some form. I might re-submit this to future conferences or maybe never touch it again. Who knows?
- [Required Reading](#) - A running list of things that I find resonating and thought provoking. Feel free to browse and explore.

### This Week's Graphics



- [layers of shadow grid](#)
- [shadow grid](#)
- [shadow](#)
- [hypnotic rectangles](#)
- [black and white squares](#)

Till next time!

-Mello

P.S. - Have a good day! Or I hope you had a good day depending on when you are reading this.





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(United States)**

**Currency: USD**

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