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| Cover Image | *Creativity, Inc.* Ed Catmull, Amy Wallace  Random House |

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# *4 notes/highlights*

*Created by Tarang Shah*  – Last synced February 15, 2016

## *Introduction: Lost and Found*

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| |  |  |  | | --- | --- | --- | |  | *E very morning, as I walk into Pixar Animation Studios—past the twenty-foot-high sculpture of Luxo Jr., our friendly desk lamp mascot, through the double doors and into a spectacular glass-ceilinged atrium where a man-sized Buzz Lightyear and Woody, made entirely of Lego bricks, stand at attention, up the stairs past sketches and paintings of the characters that have populated our fourteen films—I am struck by the unique culture that defines this place. Although I’ve made this walk thousands of times, it never gets old.*  February 14, 2016 | [6](http://play.google.com/books/reader?printsec=frontcover&output=reader&id=XxuDAwAAAEAJ&source=books-notes-export&pg=GBS.PA6) | |

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| |  |  |  | | --- | --- | --- | |  | *The animators who work here are free to—no, encouraged to—decorate their work spaces in whatever style they wish. They spend their days inside pink dollhouses whose ceilings are hung with miniature chandeliers, tiki huts made of real bamboo, and castles whose meticulously painted, fifteen-foot-high styrofoam turrets appear to be carved from stone.*  February 14, 2016 | [6](http://play.google.com/books/reader?printsec=frontcover&output=reader&id=XxuDAwAAAEAJ&source=books-notes-export&pg=GBS.PA6.w.0.0.0.3) | |

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| |  |  |  | | --- | --- | --- | |  | *The point is, we value self-expression here. This tends to make a big impression on visitors, who often tell me that the experience of walking into Pixar leaves them feeling a little wistful, like something is missing in their work lives—a palpable energy, a feeling of collaboration and unfettered creativity, a sense, not to be corny, of possibility. I respond by telling them that the feeling they are picking up on—call it exuberance or irreverence, even whimsy—is integral to our success*  February 14, 2016 | [6](http://play.google.com/books/reader?printsec=frontcover&output=reader&id=XxuDAwAAAEAJ&source=books-notes-export&pg=GBS.PA6.w.0.0.0.4) | |

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| |  |  |  | | --- | --- | --- | |  | *But it’s not what makes Pixar special. What makes Pixar special is that we acknowledge we will always have problems, many of them hidden from our view; that we work hard to uncover these problems, even if doing so means making ourselves uncomfortable; and that, when we come across a problem, we marshal all of our energies to solve it. This, more than any elaborate party or turreted workstation, is why I love coming to work in the morning. It is what motivates me and gives me a definite sense of mission.*  February 14, 2016 | [7](http://play.google.com/books/reader?printsec=frontcover&output=reader&id=XxuDAwAAAEAJ&source=books-notes-export&pg=GBS.PA7) | |