

1. Record Nr.	UNINA9910459017103321
Titolo	Collective creativity [[electronic resource] ] : collaborative work in the sciences, literature and the arts // edited by Gerhard Fischer and Florian Vassen
Pubbl/distr/stampa	Amsterdam ; ; New York, : Rodopi, 2011
ISBN	1-282-99176-0 9786612991769 90-420-3274-X
Descrizione fisica	1 online resource (369 p.)
Collana	Internationale Forschungen zur allgemeinen und vergleichenden Literaturwissenschaft ; ; 148
Altri autori (Persone)	FischerGerhard VassenFlorian
Disciplina	943.087
Soggetti	Creative ability Creative ability in literature Creation (Literary, artistic, etc.) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Papers presented at the Sydney German Studies Symposium 2009, organized by the Department of German Studies at the University of New South Wales and held at the Goethe Institute Sydney from 23 to 26 July 2009.
Nota di bibliografia	Includes bibliographical references.
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### Sommario/riassunto

Collective Creativity combines complex and ambivalent concepts. While 'creativity' is currently experiencing an inflationary boom in popularity, the term 'collective' appeared, until recently, rather controversial due to its ideological implications in twentieth-century politics. In a world defined by global cultural practice, the notion of collectivity has gained new relevance. This publication discusses a number of concepts of creativity and shows that, in opposition to the traditional ideal of the individual as creative genius, cultural theorists today emphasize the collaborative nature of creativity; they show that 'creativity makes alterity, discontinuity and difference attractive'. Not the Romantic Originalgenie, but rather the agents of the 'creative economy' appear as the new avant-garde of aesthetic innovation: teams, groups and collectives in business and science, in art and digital media who work together in networking clusters to develop innovative products and processes. In this book, scholars in the social sciences and in cultural and media studies, in literature, theatre and visual arts present for the first time a comprehensive, inter- and transdisciplinary account of collective creativity in its multifaceted applications. They investigate the intersections of artistic, scientific and cultural practice where the individual and the collective merge, come together or confront each other.

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