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Altri autori (Persone)	VealeTony <1967-> FeyaertsKurt <1968-> ForcevilleCh (Charles)
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Sommario/riassunto	Creativity is a highly-prized quality in any modern endeavor, whether artistic, scientific or professional. Though a much-studied subject, and the topic of a great many case-studies, the field of creativity research is still very much an open one. Creativity remains a field where absolute definitions hold very little water, and where true insight can only emerge when we properly appreciate - from a nuanced, multi-disciplinary perspective - the crucial distinction between the producer's perspective and the consumer's perspective. Theories that afford us a critical appreciation of a creative work do not similarly afford a explanatory insight into the origins and development of the work. As researchers, we must approach creativity both as producers - to consider the vast search-spaces that a producer encounters, and to appreciate the need for heuristic strategies for negotiating this space - and as consumers, to appreciate the levels of shared knowledge

(foreground and background) that is exploited by the producer to achieve a knowingly creative effect in the mind of the consumer. This volume thus brings together both producers and consumers in a cross-disciplinary exploration of this complex, many-faceted phenomenon.

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