



Collective Creativity: Collaborative Work in the Sciences, Literature and the Arts. (Internationale Forschungen Zur Allgemeinen Und Vergleichende)

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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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