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AUTHOR
STEPHANIE BIDDLE

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USING NEURO-TICKLES TO BOOST CREATIVITY

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Our brain represents 2% of our mass and yet uses 20% of our energy. However, despite pulling rank biologically, we often forget to exercise the brain in the same way as other parts of our body. You wouldn't run a marathon without stretching, so why would you take on creative tasks without warming up your brain?

Over the last three years Engine has been a partner in project CREAM - short for CReativity Enhancement through Advanced brain Mapping and stimulation! As part of CREAM we're applying our very best creative brains to develop new ways to understand creativity and using the latest in neuroscience to identify the main brain activities related to creative thinking.

In the first phase of the project results showed that Engine's creatives are much better than the average person at divergent thinking (thinking of as many ideas as possible from a single brief). For the next stage of the project we are working with Dr Michael Banissy, Head of the Cognitive Neuroscience and Experimental Psychology lab at Goldsmiths University of London, to develop new ways to warm up our creative brains. Two avenues we are currently exploring