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Abstract

This paper explores and illustrates the fashion in which Interactive art creates a channel for the flow of social creativity from both ends; the creation and the participation. It exercises and inspires recipients' creative thinking and, if extended to real-life situations, it has a direct influence in the creation of cultural norms. If art gives some indication of the character of our society then the exploration of active collaboration, creativity and sharing of experiences and knowledge should be explored. Boundaries between art, technology and society are being challenged. Similarly to the way that the borderline blurs between professional and non-professional developers in the sense of what it means to be a developer, a programmer or indeed a user of software. Our society is a hybrid of fiscal and non-fiscal economy. Both are defining elements in the creation of cultural norms and could not exist without one another. The popularity of open sourcing is a relatively new phenomenon in our culture and has raised many issues in the politics of our society. Its impact in relation to influencing our value systems as imposed by proprietary economy is unquestionable. The new *sharing culture* and its social, legal, technological and economic aspects alter our social relations by giving different perspectives in understanding the role of an individual in the society as well as the society as a whole. Our cultural norms are constantly changing and evolving. Open source sharing of ideas and concepts are feeding a resurgence of Interactive art encouraging creativity from artist and the general public alike. Interactive artworks offer the recipient the opportunity to become a creative collaborator as opposed to remaining a relatively passive viewer, thus mobilizing their cognitive processes through active involvement. Such participation stimulates the recipients' creative and critical thinking which can have a further influence on cultural norms and social development.