

# Capturing creative energy

going behind the scenes  
of some of London's top  
creative agencies





#### Our Contributors

High fives and fist-pumps to the awe-inspiring team who came together to collaborate on the subject of creative energy. We love every one of them!

- Bruno Maag  
Founder of Dalton Maag
- Aileen Poe  
Senior Graphic Designer at FITCH
- Sammi Vaughan  
Partnerships at D&AD
- Miranda Bolter  
Design Director, Superunion
- Jennifer Jacobs  
Creative Director, FutureBrand

Creative energy leads to doing your best work; and it's not about working more, or harder, it's about focusing on the work that truly matters.

Creative energy is inside all of us; every single one of us, no matter who we are or what we do.

But can creative energy be defined, can it be demonstrated, can it be inspired from within?

At Dropbox, we've dared to embark on a journey to find out, to imagine what creative energy looks like.

And of course, by its very nature, creativity is subjective. So what we present doesn't come as a fait accompli, just the collective thoughts of some great creative minds, a team united by Dropbox Paper, who've come together to collaborate, to jam, to think.



# 02 Aileen Poe

Senior Graphic Designer,  
FITCH





“Creative energy is  
when an idea gains  
momentum.”



→ [What does creative energy mean to you?](#)

Creative energy is when an idea gains momentum and you can feel you're on the cusp of something great, everyone's ideas feel like they are literally bouncing around the room, taking on new forms as people digest them and add to them. It's the drive to want to create, to always be looking for opportunities, to never feel finished.

→ [What colours inspire creativity?](#)

I think it really depends on your mood, every colour can inspire a creative response.

→ [What does creative collaboration mean to you?](#)

Creative collaboration brings out the best in every discipline - to be able to see someone else's practice and let it bring new life into yours in new and unexpected ways. It's about learning from each other, and encouraging your best selves through mutual enthusiasm. Sometimes people might struggle with confidence in their work, but creative collaboration can remind you of how much you have to give, and to be humble and learn.



→ What role does technology play today in fuelling creative energy and creative collaboration?

There is obviously a whole new world of creative technologists who are now collaborating with artists to create pieces of work that were unheard of before. Technology is moving at such a fast pace and it feels like every new step forward has a butterfly effect on how it can be used expressively over functionally. I think the two will become ever more blurred in the future.

→ What real-life example of creative collaboration can you share, that's resulted in something truly remarkable.

Our studio has a long history of working with Adidas Football, and this year for the new football boot launch that coincided with the World Cup we created Adidas Football's first instore AR experience for their consumers. It was something Fitch had never done before for a client, but with a lot of hard work from the creative and digital teams we were able to deliver a more powerful and engaging story for the consumers around a product.





Can you share a picture or an image here, something that's part of your world, that you believe defines creative energy?





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When you find your creative energy and unleash it, you...  
“feel more accomplished, more confident, more ambitious.”

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## Huge thanks to our contributors

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