

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.



05 Jennifer Jacobs

Creative Director,
FutureBrand





“It’s not just about having an idea, but also the ability to bring it to life.”

→ What does creative energy mean to you?

Wow, big question. I think everyone has creative energy - but it does burn brighter in some more than others. I find people with vibrant creative energy are simply magnetic - they navigate the world in a different way and reinterpret it with more clarity, more beauty and a sideways point of view. It’s not just about having an idea, but also the ability to bring it to life so others can experience it.

→ What does creative collaboration mean to you?

Creative collaboration is really the way I like to work - it’s where the magic happens. I liken it to a starting a band; you need a rock star or two, of course, but you also need someone who finds the melody, someone who keeps good time... When you have a team with interdisciplinary skills, talents, speeds, you make the most interesting and dynamic music.





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

Here is a snap of my 'Lego Dragon Challenge' (03) between my three year old son and I. Can you guess who's is who's?

Lego is the perfect toy for the expression of ideas – at any age! The possibilities really are endless.

→ How can creative energy be used to solve problems?

Creative energy is the best way to tackle challenges. Our pure creative ideas are often hampered by budget, infrastructure, or other people's opinions, so we are often having to recalibrate to accommodate. It's how we respond that is key. Figuring out the win/win solution is always my goal – tick the box without losing the integrity of the idea.

→ What colours inspire creativity?

What's my favourite colour? I've not been asked that for a while!

My favorites are always changing. At the moment it's colours that don't ordinarily live together, light pinks and deep olives, bright crimsons and royal blues. I'm obsessed with interior design so often my favourite colours are swayed with new paint colours or furnishings.

I am also always a little thrilled by the colour you get working in RGB. If you can translate that vibrancy onto products and pictures offline, it's electric.



(03)



Cr

gy



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

For me, I like that you only need a pair of shoes to go for a run – it's the same for an idea, all you need is a pencil. I enjoy the simplicity of that – starting the creative process in a totally analogue way. That said, there are such amazing tools for sharing work, working more flexibly and seamlessly with different people - regardless of where you are in the world. It has enabled me to have greater freedom and use my time more purposefully, be more fluid with my work. But for me that's it – tech should be tools and enablers, not crutches.

→ What real-life example of creative collaboration can you share, that's resulted in something truly remarkable. Bjork's 'Who Is It' from her album Medúlla - she recorded it in collaboration with beatboxer Rahzel and Canadian throat-singer Tanya Tagaq. It's entirely acapella and still gives me chills every time I listen to it. It's immaculate.



When you find your creative energy and unleash it, you...

I find the above a little cheese! But to put it in my own words...it all starts with an idea. An idea that is simple enough to survive an elevator pitch – a short and visually directive statement. Like 'Wired' Magazine's original proposition 'Posted back to you from the future'. A simple idea like that informs everyone the direction of travel. Once you have that, finding the creative energy and resources to express that idea visually and verbally feels exciting, fluid and ideally, fun!

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!



Huge thanks to our contributors

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