


The creative process

A zen view

Based on Urasenke tradition of tea






“ To study the way of tea is to study zen.”
Sen Soshitsu XV

*Chado is a rigorous spiritual discipline,
a way of training body and mind in awareness.*

Sen Rikyu summarized the principles of Tea into
four concepts:

Wa - kei - sei - jaku





Wa: harmony



Kei: respect



Sei: purity

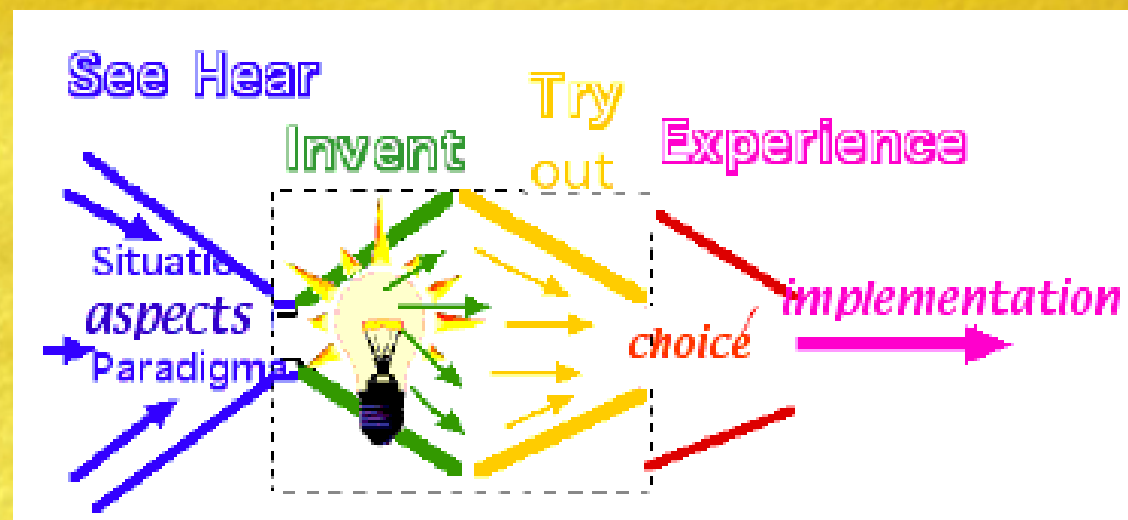


Jaku: tranquility

The creative process

consists of four steps:

Orientation - idea finding - trying out - implementation

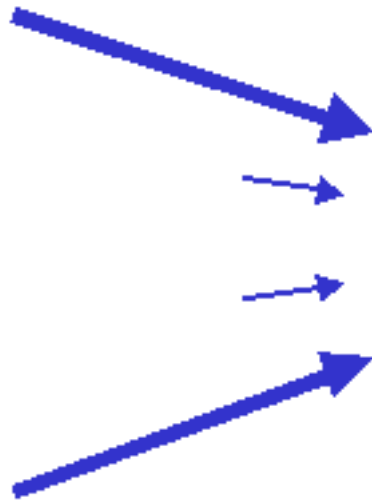




Sensitivity to the changing rhythms of the seasons and
Harmony with unpredictable circumstances:

Awareness of the unchanging in the changing

See, Hear



For proper orientation & analysis one has to find one's way around:

It implies fact finding about :

- **situation**
- **aspects** (i.e. economic, organizational, technical, human)
- **paradigms** (viewpoints & outlook)

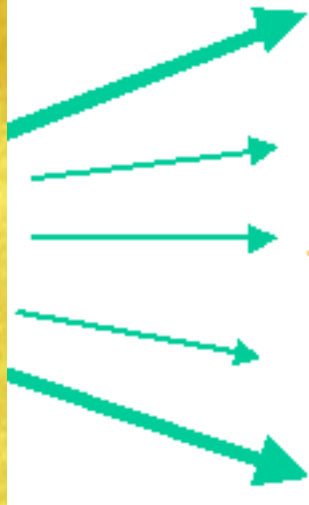


Kei: The strict and formal etiquette teaches

Respect for people, utensils and lifestyle.



Invent



IDEA FINDING

Requires a respectful attitude for an idea is neither good nor bad..

It is an idea and all depends on what you do with it.


It requires that people and their ideas are treated without criticism





Step out of the dichotomy of right/wrong and assume a kind of neutral position.

Use [*mu*], which means '**no thing**' or 'not yes-not no'. Such a mind-set helps us to step outside the situation and consider other perspectives. Mostly new ways are found by coincidence, accident or faults. In **creactivation** we are consciously looking differently and accidents or faults are regarded with special interest and often consciously created.






Sei: Cleanliness and orderliness in both the physical and spiritual sense. Even the most mundane acts carry the seeds of enlightenment.
Total attention for the task at hand purifies both heart and mind.

Don't throw away any ideas





Prototyping doesn't just solve straightforward problems. Call it serendipity or even luck, but once you start drawing or making things, you open up new possibilities of discovery.

It's the same method that's helped scientists unlock some of the greatest secrets of nature.

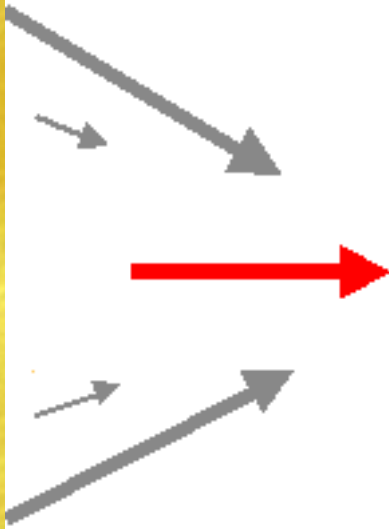
Tom Kelley





Through the constant practice of *wa*, *kei* and *sei*, one is prepared for the stillness and silence of *jaku*, ***the dynamic force of one's innermost being.***

Experience



Effective leadership in process

Creates certainty, confidence and commitment of all participants.
Awareness of different viewpoints, ideas and paradigms creates the flexibility and creativity to deal with the unexpected in an effective and efficient manner.



危

Wei



幾

ji