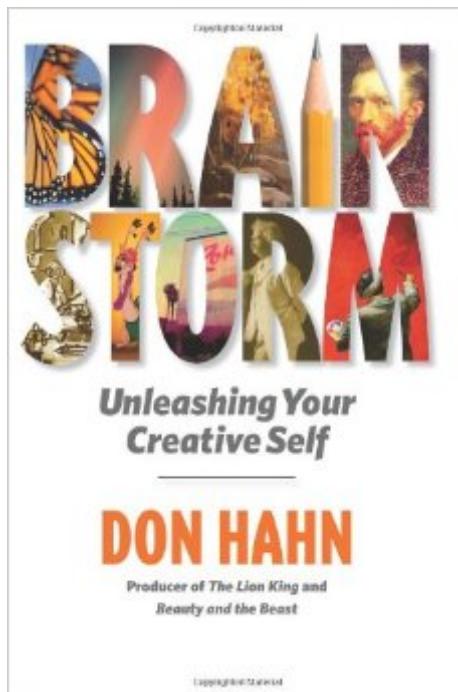


The book was found

Brain Storm: Unleashing Your Creative Self



Synopsis

Whether you're writing a novel, painting with watercolors, composing a symphony, or baking peanut butter cookies, creativity plays a crucial role in achieving satisfaction and excellence. But, for many of us, accessing our creative core is difficult, if not impossible. Now, acclaimed film producer Don Hahn offers his own unorthodox, yet highly effective methods for reawakening the creative spirit. Blending personal and often hilarious anecdotes with prescriptive advice for rediscovering your creative self, Hahn explores the emotions that accompany creativity and discusses the important of constructing a creative environment. Hahn describes the creative process in stages and lists the forces that drive creativity: balance, chaos, persistence, truth--plus chocolate and coffee. Best of all, he demonstrates how his theories can be put into practice, using his own highly successful career as an example. Filled with humor and empathy, along with some good old-fashioned practical advice, Brain Storm takes readers on an exciting journey to creative greatness.

Book Information

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Customer Reviews

As I sat down to write this review, I ruminated on the advice tendered by Don Hahn. I looked at the blank screen and wondered how to properly express the corporeality of the book as I knock about on my own journey to understand my creativity. The main thrust of this book is about inspiring creativity in our daily life; the driving force behind recognizing where your creativity wants to be: cooking, painting, blogging, gardening, creating marketing reports, etc. Hahn takes us on a gentle, amusing and thought-provoking path towards a self-enlightenment, of sorts. A self-enlightenment of

creativity and where it might reside within us. To the initiated, it is obvious why Don Hahn is qualified to write a book about creativity. He produced some of the most successful animated films of all time and is considered to be one of the driving forces behind the rebirth of Disney Animation, (To the uninitiated: *Beauty and the Beast*. *The Lion King*. *Hello!?*) Hahn's style is very affable and never very sententious. He writes from the heart and it is obvious that he fosters a true desire to help us become a more creative self. The book is replete with anecdotes from the span of Hahn's life. When he paints the picture of his much younger self sneaking a colander to bed to fashion impromptu constellations, you can sense the wonder and trepidation he must have felt. Disney enthusiasts will love the stories Hahn relates about his years in the Disney Animation Studios. We meet legends that mentored him, co-workers that dazzled him (and us) and people that fostered (sometimes unintentionally) his creativity in his youth. For myself, Hahn's work made me stop and think about how I like to be creative and what strategies might work best for me.

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