

THE CREATIVITY

A FREE ACCIDENTAL NEWSPAPER DEDICATED TO THE ANONYMOUS CREATIVE WORKER

CREATIVITY MAPPING[©] AND THE LOGIC OF DESIGN

With Creative Maps made by Annelys De Vet, Arnoud Van Den Heuvel, Rene Van Engelenburg, Martijn Engelbregt, Koert Van Mensvoort, Andy Buddenbaum, Coralie Vogelaar, Hendrikjan Grievink, Mieke Gerritzen, Meta Haven, Studio Rogério Lira, Niels Schrader and Aafvan Essen

For all the time, money and energy invested by policy-makers and academics into producing 'mapping documents' of the creative industries, it is remarkably difficult to find any actual maps of the creative industries. More common are statistics and taxonomies that aim to furnish the initial 13 categories that comprise the Blair government's creative industries with some sort of empirical detail. This kind of work now goes on internationally, producing little more than a variation of the same.

In assembling these maps of creative industries for this newspaper, our interest was to tease out some of the many neglected relations that make creative activity possible for designers. We are also interested in how design,

INTRODUCTION BY NED ROSSITER

as an idiom of expression, addresses the constraints of the media form of the newspaper and in so doing produces maps that reveal creative relations in distinct ways.

Obviously the media form is always going to set limits. There's another factor motivating these designs as well, namely a curiosity with the way the imposed presence of a common design element – in this case, the sign of 'creative industries' – across all maps renders a variation of 'the political' in the design process. 'The political' is understood here as antagonisms that underscore and penetrate the otherwise

smooth continuum of relations typical of so much design. From this clash comes the logic of variation.

These maps provide a quite special resource for research on the creative industries, offering a unique insight into the multi-dimensional relations that condition the possibility of creative expression. The 'nodes' and 'connections' in any particular map oscillate between the singular and the common. There are 'actors' (be they friends, businesses, media forms, institutions, brands) that are totally specific in one map, along with others that are common across maps. At this point, one can detect the multiple layers and relations that define the life of creative designers.

CREATIVE MAP

Aaf	Aldi	Alejandro	Alexander	Alexandra	Aline	Ana	André	Andreas		Andy	Angela	Ank	Ani	
Annelys	Anouschka	Antonia	Antonio	Antonis	Apollo	Arnoud	Arnoud	Asta		Barbara	Bas	Benjamin	Be	
Bertel	Bertrand	Brenda		Carlos	Carolina		Charlotte	Christian	Christian			Christoph	Chi	
Claud	Daniel	Daniel	Danusia	David	Dennis	Diana	Dirk	Dominik	Doris	Dustin		Eike	Ekl	
Elizabet	Elodie	Enrico	Erik		Erwin	Ethel		Franca	Francisco	Frank	Frank	Gabrielle	Ga	
Gaston	Gilbert	Gisela	Gunnar	Han	Hannah	Hanns-Henning				Hans-Peter	Harmen	Hederik	He	
Heinrich	Helen	Helfried	Henri	Herman	Hisashi		Ina	Inga	Inge		Ingrid		Iris	
Irma	Ivo	Jaap		Jacqueline	Jacqueline				Jan	Jan	Jan	Janine		
Jan-Willem	Jelle	Jennie	Jennifer	Jens	Jens	Jeron	Jessica	Jet	Jisk	Jörg	Julia	Julia	Kar	
Karin	Kathrin	Katinka	Katrin	Kerstin	Kevin	KG	Klaus	Koert		Lily	Linda	Lorenz		
		Lorenz	Louise	Luna	Maaike	Macha	Machteld	Magda	Manu		Marcel		Maren	M
Marisela	Marlène	Martijn	Martine	Martita	Maryn	Maureen	Maya	Meike	Melanie	Michael	Mieke	Miguel	Mir	
Mónica	Moniek	Natascha	Nicola	Nidal	Niels Schrader (Design)	Nienke	Olaf	Olivier	Olivier	Pascal	Patricia	Paul	Pe	
Peter	Peter	Petra	Petra	Philip	Philipp	Rainer			Rebecca	Regina		Renata	R	
Richard	Rob	Robbert	Robin	Roel Backaert (Photo)	Roger	Roman	Roos	Rosa	Ryan		Sabine	Sadek	Sar	
Sandra	Sandra	Seppl	Sheila	Silja	Silke	Silke	Silvana	Silvano	Sjoerd	Sonja	Staeske	Stefan	Ste	
Stefanie	Stefano	Steven	Sven	Sylvia	Tanja	Tanneke	Ted	Tobias	Ton	Torsten	Ulli	Urs	Ute	
Ute	Uwe	Verena	Veronica	Véronique	Victor	Viola	Waltraud	Werner	Wibke	Willem	Wolfgang	Wouter	Zal	

CREATIVE MAP

25. NEDERLAND LOOPT TE HOOP TEGEN APARTHEID

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16. LIBERTÉ POUR

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Aaf van Essen van Halm geboren 1940, werkzaam in het acad. ziekenhuis tot 1986, sinds 1992 ontwerper. Van 1994 tot 2005 verbonden aan de Rietveld Akademie en het Sandberg Instituut.

12.

15.

THE UNQUIET DEATH OF JULIUS AND ETHEL ROSENBERG
by ALVIN H. GOLDSTEIN

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11.

19. Patrice Lumumba vlak voor zijn executie, de CIA werd beschuldigd van deze laffe moord 1960

20. Lezing tijdens de oorlog in Vietnam op een school in Haarlem

21. Ho Chi Min: geb. 1890, Vietnamese Revolutionair en politicus, Minister President van Noord Vietnam van 1954 tot 1969

22. Han van Essen: geb. 1938, ontmoet Aaf op de demonstratie tegen de oorlog in Algerije, getrouwd sinds 1961

23. Boeren in Nicaragua verdedigen hun coöperatie tegen de contra's in 1984

24. Nelson Mandela: geb. 1918, werd tot levenslang veroordeeld, kwam na 27 jaar vrij, op de foto als bokser 1956

25. Demonstratie in Amsterdam tegen apartheid in de jaren tachtig

26. Steve Biko: geb. 1946, voorvechter burgerrechten, Zuid Afrika, zijn brute dood 1977 (apartheid regime) veroorzaakte wereldwijd protest, hij werd een martelaar en symbool van het zwarte verzet

27. Onder oude verlaag kwam de tekst tevoorschijn: 'Europeans only' Kaapstad 2004

28. Rondleiding door Syrische gidsen in oud huis in Damascus 2003

29. Mede gevangene van Nelson Mandela leidt schoolklas rond op het Robben eiland 2004

30. Emigranten uit Senegal en Guinea-Bissau komen aan bij de kust van Tenerife 2006

31. Palestijnse kinderen kijken naar Barah Habib, omgekomen tijdens een Israëlische raketaanval 2006

1. Hendricus Oldeboergriger: geb. 1865 Friesland, beroep bootsman, sociaal anarchist vriend en tijdgenoot van Domela Nieuwenhuis

2. Domela Nieuwenhuis: geb. 1856, pionier van het socialisme, sociaal anarchist

3. Zaak 'Hogerhuis': 3 broers, Friese socialisten, ten onrechte, veroordeeld tot respectievelijk 6, 11 en 12 jaar gevangenis straf

4. Joop van Halm: geb. 1906, beroep timmerman, anarchist, beiden actief in de communistische beweging voor en tijdens de oorlog

5. Liberta van Halm Oldeboergriger: geb. 1904, beroep kantoorbediende, politiek activist, anarchist

6. De eerste tent van mijn ouders, Stroe 1925

7. Sacco en Vanzetti: 2 Amerikaanse anarchisten, ter dood veroordeeld, voltrokken in 1927

8. Vrouwen en kinderen tijdens de Spaanse Burgeroorlog 1936

9. Marinus van der Lubbe: geb. 1908, vals beschuldigd door de nazi's van brand stichten Rijksdaggebouw veroordeeld tot de doodstraf, voltrokken in 1934

10. Georgi Dimitrov: geb. 1882 beschuldigd van brandstichten door de Duitsers, voerde zijn eigen verdediging, waardoor men hem moest vrijspreken, 1933

11. Dokwerker: monument voor de Februari staking in 1941 staking tegen de deportatie van nederlandse joden tijdens de 2e wereldoorlog, Joop van Halm mede organisator en staker

12. Liberta van Halm Oldeboergriger in de warme zomer van 1947 lezend

13. 1947 op de pier van IJmuiden

14. 1952 op het strand met school vriendinnen

15. Elektrische stoel waar in 1953 de Rosenbergs op zijn geëxecuteerd, protest demonstratie tegen dit vonnis

16. Demonstratie 1960 in Amsterdam tegen de oorlog van de Fransen in Algerije, Aaf van Essen wordt weggedragen door de politie

17. 1965 met vrienden op het strand van IJmuiden

18. Patrice Lumumba: geb. 1925, eerste vrije Congolese premier in 1960

CREATIVE MAP

Studio Van Engelenburg

http://www.renevanengelenburg.com/links.html

LINKS

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MAPOF LINKED ORGANISATIONS BY RENE VAN ENGELBURG

CREATIVE MAP

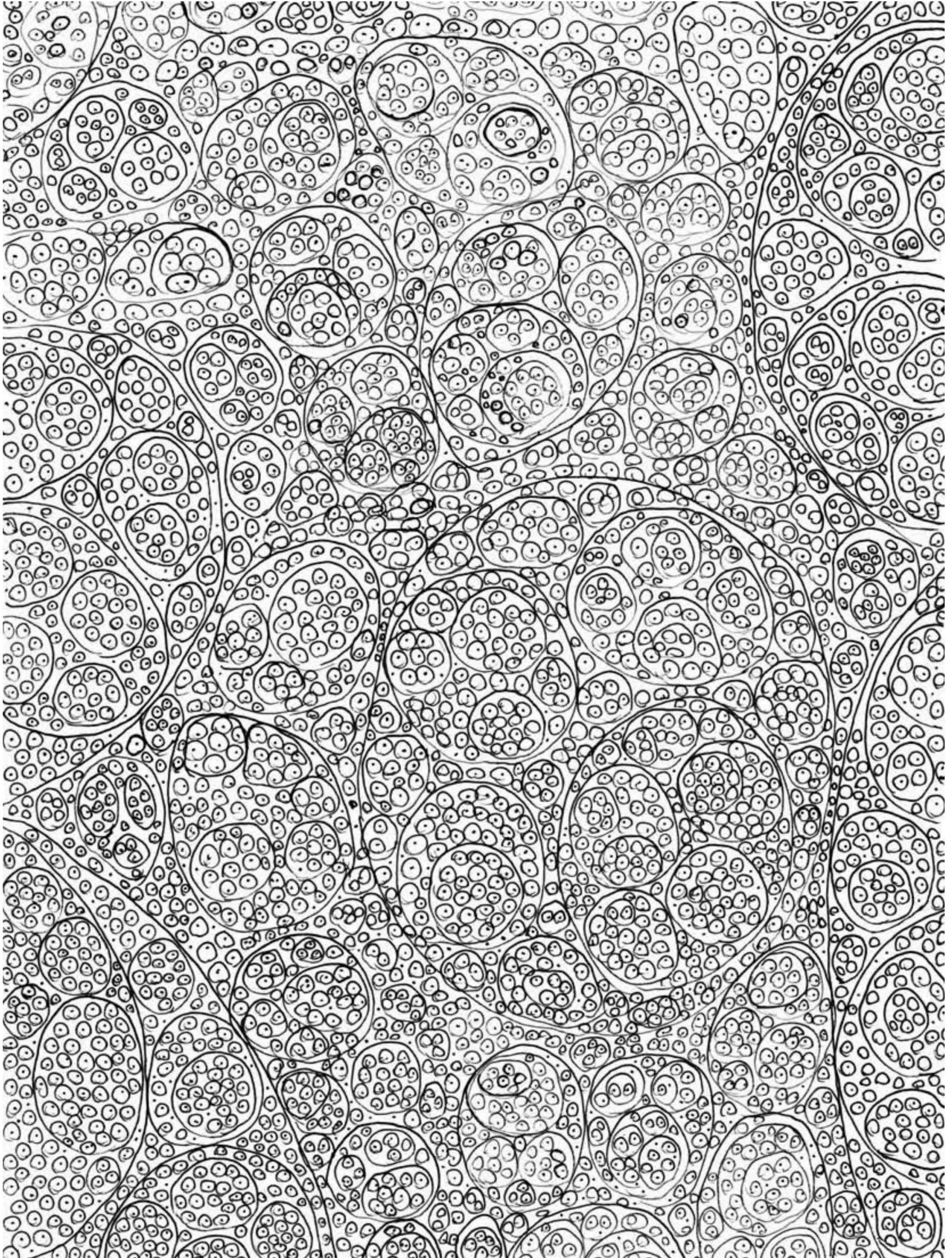
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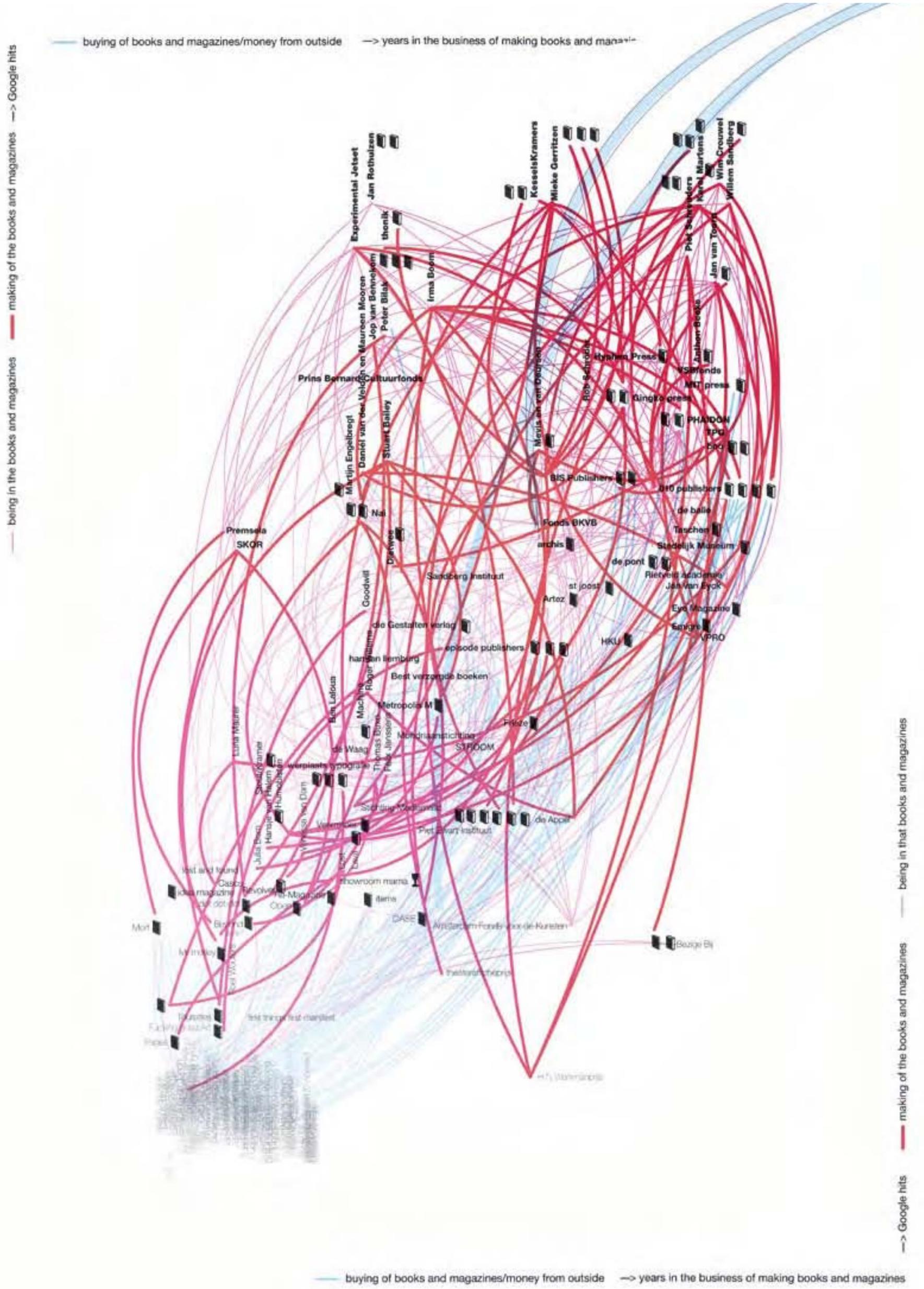


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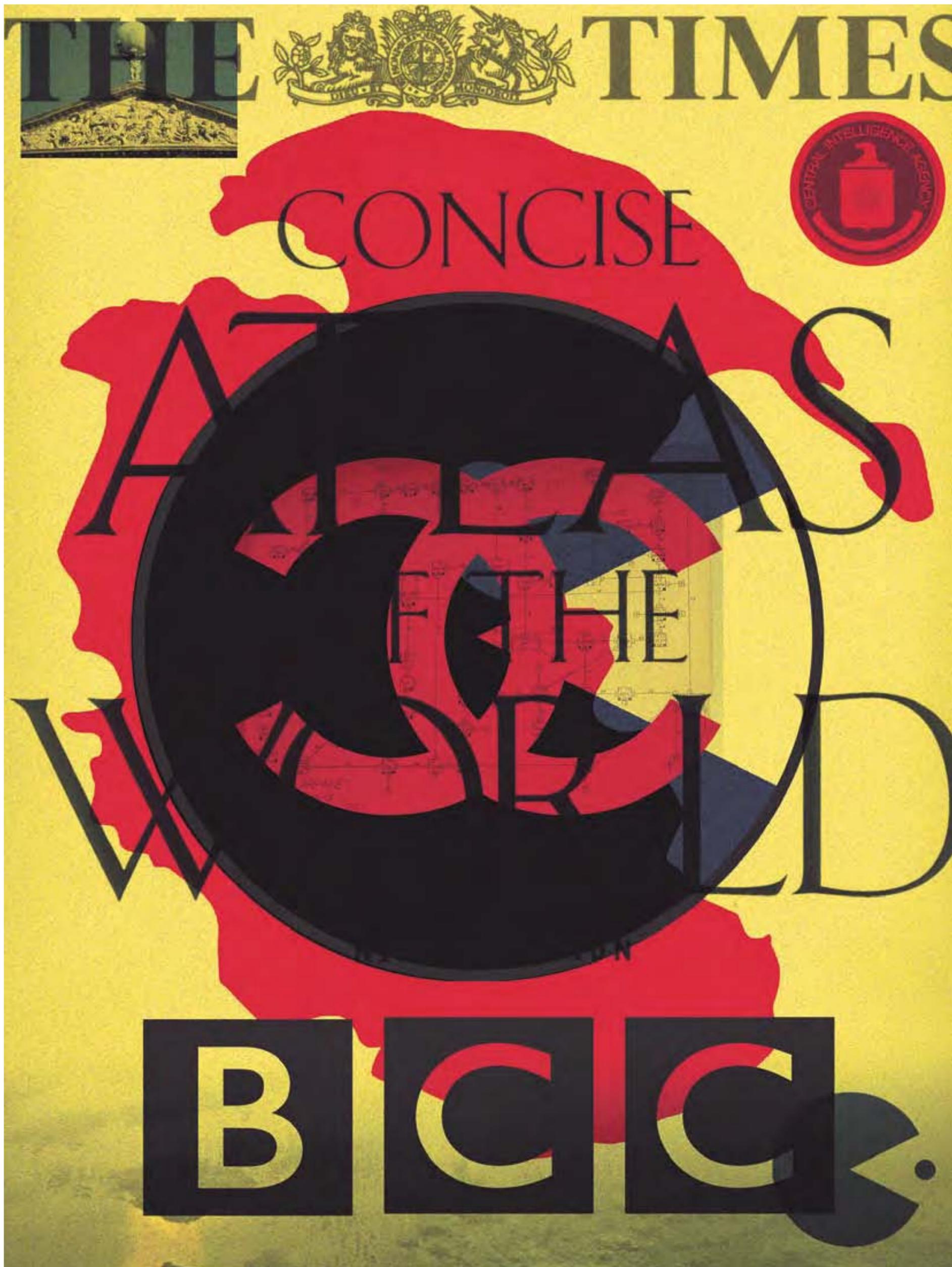
CORPORATE
DESIGN
STILL
SUCK

Andy Buddenbaum 1973, Tel. 0625413479, E-mail: info@andybuddenbaum.com, www.andybuddenbaum.com **Opleiding:** Grafisch Lyceum Rotterdam, Gerrit Rietveld Academie, Sandberg Instituut. **Docenten:** Mieke Gerritzen, Koert van Mensvoot, Rob Schröwer, Barbara Visser, Hans Flipsen, Aaf van Essen, Experimental Jetset, Goodwill, Leo van Munster, Job van Bennekom, Gerard Unger, Frans Coesterhof, Sigríður Sigurjónsdóttir, Henk Groenendijk, Rob Meerman, Frank Mandersloot, Gefald van der Kaap, Ken Zeph. **Steden:** Venetië, Hamburg, Zürich, Rotterdam, Amsterdam, Seattle. **Muziek:** Melvins, Niyana, TAD, Screaming Trees, Earth, Sonic Youth, Dinosaur JR, Unwound, Shellac. **Festivals:** A Campingflight to Lowlands Paradise, Motel Mozaïque, Bazar Cutieux, Kunstvlaai. **Creative vrienden:** Karina van Bezooijen, Lidewij Veenland, Tamar de Klijn, Rodeland Otten, Baschz, Yasser Ballemans, Esther den Burger, Hendrik-Jan Grievink, Kim Engbers, Jonas Vorwerk, Derk Reneman, Rianne Petter, Jolanda Middelkoop, Katja Hoogenboom, Frieda den Ouden, Jirka Blom, Pim Boom, Klaas Bilt, Jasper Springeling, Harry Hamerlijk, Roebie Starink, Lauren Dyer, Gwer van Zaane, Charlie Zwart. **Gerrit Rietveld Academie klas:** Kasper Andreassen, Daphne Correll, Josefine Croese, Eduard Derijcke, Jan-Willem Doornbal, Timo Gaessner, Dan Geva, Anne Grumbrecht, Verena Hauschke, Chantal Hendriksen, Barbara Heermann, Leonie Hoogeslag, Matthijs Koppen, Joey Kops, Ellen Koszykowski, Alon Levin, Louis Luthi, Sabine Meyer, Steve Nestorovski, Dirk van Opsterbosch, Raga Paape, Serge Rompza, Michiel Schuurman, Floor Wesseling **Sandberg Instituut klas:** Arnoud van den Heuvel, Robbert Slotman, Olivier Otten, Renata Alvaras, Niels Schröder, René van Engelenburg, Tinkebell. **Merk:** Apple Computer, Ikea, H&M. **Website Hosting:** Pascal de Man **Magazines:** Items, Metropolis M, Graphic. **Musea/Galerie:** Showroom MAMA Rotterdam, NAI Rotterdam, Boijmans Rotterdam, Witte de With Rotterdam, Vivid Rotterdam, CBK Rotterdam, Stedelijk Amsterdam.

CREATIVE MAP



CREATIVE MAP



CREATIVE MAP

love-work is a time-based map of creative Amsterdam

love-work

a map of romance, partnership and creativity, changing over time in Amsterdam

an overview of work created under the influence of love

contribute

tell your story – show your work

now interviewing Amsterdam-based couples and ex-couples of artists, musicians, designers, photographers, performers, video and filmmakers, writers, architects and other creative professionals

voluntary contributions by first name (or anonymous)

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love-work.net

studio Rogério Lira
with Michael Murtaugh

NOV. 2006

...

Aldje-Radboud
Allard-Femke
André-Peik
Bas-Paula
Baukje-Joost
Bruno-Femke
Dick-Mechteld
Femke-Allard
Femke-Bruno
Gerda-Peik
Gert-Rob
Glenn-Rogério
Guido-Kees
Harmine-Robert
Hester-Reinder
Jans-Willem
Jelte-Roos
Joost-Baukje
Kees-Guido
Koert-Mieke
Maartje-Rein
Madelinde-Peik
Mechteld-Dick
Mieke-Koert
Nous-Renée
Paula-Bas
Peik-Madelinde
Peik-André
Peik-Gerda
Persijn-Margit
Radboud-Aldje
Rebecca-Willem
Rein-Maartje
Reinder-Hester
Renée-Nous
Rob-Gert
Robert-Harmine
Rogério-Glenn
Roos-Jelte
Tanja-Willem
Willem-Jans
Willem-Tanja
Willem-Rebecca
X-X (1)
X-X (2)
X-Y (1)
X-Y (2)
X-Y (3)
X-Y (4)
Y-Y (1)
Y-Y (2)
...

from brief encounter to long-term commitment



a labour of love



MAPPING



GLOBALICITY



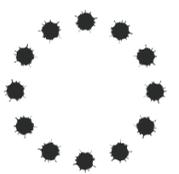
YES REGIME



CHINA



WORLD



EUROPE



LEISURE
ECONOMY



POST-FORD



FORD



CULTURAL
DIFFERENCES



MADE IN
EUROPE



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GIZMO



NEW CAPITALISM



MONEY



THE RIGHT TO
COPY, RIGHT?



CREATIVITY
AS COMMODITY



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BRAINS



CREATIVE
INDUSTRIES



ALTERNATIVE
BUSINESSMODELS



CREATIVE
COMMONS



COPYLEFT



R. FLORIDA



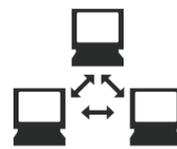
INDIVIDUAL
DESIGNERS



REPETITIVE
CREATIVITY



CREATIVE
CONTROL



NETWORK
CULTURE



CREATIVE
CLASS



LABOUR



EXPERIMENTAL
CREATIVITY



SYMBOLIC
PRODUCTION



ICONOMY



CREATIVE
CITY



PAYMENT

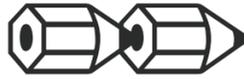
CREATIVITY



IDENTITY



POLITICAL
CREATIVITY



PROCREATIVITY

Google
POWER

GOOGLE
POWER



POLICY
MAKING



MAPPING
DOCS



CRITICISM

W20

YOUUSERISM



FUNDING



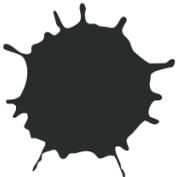
POLICY
MAKING



DEFINITIONS



DANGEROUS
CREATIVITY



ART



DANGER
HIGH ART



BEYOND
CREATIVITY



DIFFICULT
CREATIVITY



HOMO
CREATIVE



INTELLIGENT
DESIGN



DESIGN
AWARDS



DEADLY
CREATIVITY



CREATIVE
WORKER



CREATIVE
FAMILY



LABELS



NOT
CREATIVITY



SELF
EXPLOITATION



PRECARITY



UNCREATIVITY



AMATEURISM

THE RULES

Creativity is a weird thing isn't it? It's difficult stuff to deal with. Luckily enough there's some help at hand. On the net and in nice self-help books, you can find massive amounts of tips, tricks and rules to get the creative juices flowin'. But theres a lot of them and where should you start? What are the best rules? The editorial team of this paper looked them all up and made a nice selection for you. Here they are. We proudly present to you: THE 19 x 71 x 71 = **9.5779 GOLDEN RULES OF CREATIVITY!**

PARAMETER #1

- ALWAYS
- BARELY
- CHALLENGE YOURSELF TO
- DO
- DON'T
- FOR A CHANGE,
- FORCE YOURSELF TO
- FOR THE NEXT HOUR,
- GET UP EARLY AND
- HARDLY
- OFTEN
- NEVER
- SOMETIMES
- TODAY,
- TOMORROW,
- TRY TO
- YOU BETTER
- WORK TILL LATE AND
- WHY NOT

PARAMETER #2

- ACT
- ADD SOME
- ALLOW
- ASK FOR
- AVOID
- BE
- BECOME LIKE
- BLOWUP
- BORROW SOME
- BRAINSTORM WITH
- CAPTURE
- CHALLENGE
- CHANGE
- CHOOSE
- COMBINE
- COMPARE
- COPY
- CREATE
- DECONSTRUCT
- DEFINE
- DESIGN
- ESCAPE
- EMBRACE
- ENJOY
- ENLARGE
- EXERCISE
- EXPLORE
- FORGET ABOUT
- GLAMORIZE
- GO FOR
- IGNORE
- IMITATE
- IMPROVE
- INVERT
- INVEST IN
- KEEP
- KILL
- LAUGH AT
- LIVE
- LOVE
- MAKE
- MAP
- MIRROR
- ORGANIZE
- PUT IN
- REDECORATE
- REDUCE
- REFLECT
- RELAX
- REMEMBER
- RETHINK
- REPEAT
- SAMPLE
- SELL
- SING
- SLOGANIZE
- SLOWDOWN
- SPELL
- STOP
- STUDY
- THINK
- UNDERESTIMATE
- VIOLATE
- VISUALISE
- WATCH
- WORK
- WORRY ABOUT

PARAMETER #3

- ACCIDENTS
- A GOAL
- AMBITIONS
- APPLICATIONS
- ARTISTICITY
- CHEAPNESS
- COFFEE BREAKS
- COLLEAGUES
- CLICHES
- DESIGN ITSELF
- DICTIONARIES
- DRUGS
- EVERYONE
- FRIENDS
- GREEN TEA
- IDEAS
- INSPIRATION
- INTEGRITY
- LIFE
- LIMITATIONS
- LOVE
- MATERIALITY
- MEDIA
- METAPHORS
- MISTAKES
- MODERNITY
- NOSTALGIA
- NOTEBOOKS
- OTHER DESIGNERS
- OUT-OF-THE-BOX
- PASSION
- PANIC
- POWER
- REALITY
- SIMPLICITY
- SLEEP
- SOBRIETY
- STANDARDS
- STUPID QUESTIONS
- STYLE
- SUPERMAN
- SUSHI BARS
- TELEVISION
- THE ARENA
- THE BRIEF
- THE GRID
- THE PROBLEM
- THE RULES
- THE SELF
- THE SLOGAN
- THE SKETCH
- THE WORKSPACE
- TIME
- TROUBLE
- URGENCY
- VERNISSAGES
- WEIRDNESS
- YOUR BOYFRIEND
- YOUR COMPUTER
- YOUR DARLINGS
- YOUR HEROES
- YOUR IPOD
- YOUR GIRLFRIEND
- YOUR OWN TOOLS
- YOUR SELF
- YOUR TALENT
- YOUR WORK

THE RULES



THE RULES



CREATIVE MAP

MAP OF SMALL DIFFERENCES



AUSTRALIA ≠ THE NETHERLANDS

Kate McMahon (1972), artist and urban designer visited Amsterdam one week in 2005

Children's playgrounds are integrated into the streetscape – literally placed on the footpath. In Australia playgrounds are always fenced off and usually away from the 'life' of the street.

It's possible to see into peoples living area's and even bedrooms. People award the attention of passers-by with elaborate displays of ornaments and knick knacks.

There are very few Thai, Chinese, Vietnamese, Japanese, Indian, Greek, Lebanese or Malaysian restaurants – which are all common in Australia.



BELGIUM ≠ THE NETHERLANDS

Ann Demeester (1975), director de Appel lives and works in Amsterdam since 2003

Belgians love to show off with knowledge and erudition. In the Netherlands you are labeled rapidly as an intellectual if you cite a thinker in passing.

The Dutch are less obstinate and individualistic than the Belgians. They're easier prepared to devise compromises and to go with the *communis opinio*.

The pragmatic utopianism of the Dutch is striking. Big ideals are often brought in practice again, even if time after time they appear not to succeed or are resulting in failures.



BRASIL ≠ THE NETHERLANDS

Rogério Lira (1966), designer lives and works in Amsterdam since 1995

Life in Brasil has a much more subtle and complex mix of belief-possibilities. Belief is rarely taken seriously here. Things are just what they are.

In the Netherlands friendliness is often seen with a touch of contempt. Cynicism scores much higher points. It is a pretty unquestionable issue. As a foreigner this is a tough thing to learn.

In Brasil people get to wear short sleeves most of the year. More of the body is constantly in touch with the rest of the world and there's a lot of physical contact. You are less likely to feel lonely.



DENMARK ≠ THE NETHERLANDS

Sebastian Campion (1971), designer lived and worked in Amsterdam from 1998 to 2005

People like to think of themselves as tolerant – sometimes it's just because they are afraid of saying no.

People like being rude. Next to tolerant, 'rude' is something that the Dutch feel proud of.

People often feel that The Netherlands is superior to other countries, especially to Germany and Belgium.

People don't let (self) criticism stop them, which makes them less worrisome and more spontaneous.



FRANCE ≠ THE NETHERLANDS

Marie Proyart (1979), student typography lived and studied in Arnhem from 2003 to 2004

The Netherlands; the country where I had the worst croissant ever.

Dutch people systematically buy something to eat or drink before getting into the train.

In the train, they are very loud on mobile phones, whereas in France, we start to be ashamed for using it.

The curtains are left open during evenings. You can see everything. It goes with the mentality 'I have nothing to hide'.



GERMANY ≠ THE NETHERLANDS

Kristin Maurer (1970), lawyer lives and works in Amsterdam since 2002

Typical German is discipline, hard working and endeavor. In the Netherlands this is not done. When you do it nevertheless you're asked to take it easier.

In the Netherlands there is more equality between people and classes, bosses and secretaries.

In the Netherlands there is constantly endless deliberation. Everything is discussed jointly, before anything can happen.

German moderators are always dressed in suits.



GREECE ≠ THE NETHERLANDS

Aspasia Nasopoulou (1972), composer lives and works in Amsterdam since 2002

The majority of Greek men in the age range of 35-55 have more weight than the Dutch men. Dutch women between 18-35 seem to be heavier than the Greek women in the same age.

Greek people are generally more open to invite people to their own houses. They open their homes for other people. Gatherings, dinner and even meetings are very common in the houses. Dutch people are more closed in this field.

Group thinking, talking and collaboration is very present in Dutch practice.



ICELAND ≠ THE NETHERLANDS

Solvi Sigurdsson (1980), student design studies in the Netherlands since 2003

The food in the walls are very awkward. The quality of the food is doubtful. The thought crosses my mind: "Where have the hands of the persons been before?" It doesn't really increase my appetite.

It often seems to me that the Dutch have been told not to apologize for anything.

Everything works in systems. That's what the Dutch do well, organizing. But once it is in a system it's impossible to change it, except with another system.



LATVIA ≠ THE NETHERLANDS

Egija Zaura (1971), researcher lives and works in the Netherlands since 1997

In Latvia we celebrate name-days. When it's yours, you need to be ready for unexpected surprises and unannounced visitors.

Latvian anniversaries are about flowers. Colleagues always give them on birthdays together with a (collective) present.

Here an anniversary is a kind of 'cake day'.

Everyone kisses you on your birthday, no matter if you like it or not. Kisses from colleagues are very unusual in Latvia.



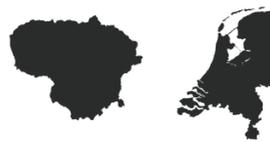
LITHUANIA ≠ THE NETHERLANDS

Asta Helsper-Balcioniute (1966), English teacher lives and works in the Netherlands since 1993

In Lithuania you take off your shoes if you enter someone's house. The street is a collective property and thus dirty. The same counts for apartment buildings. The hallways and elevators can be neglected, but the flats inside will be squeaky clean.

If you're introduced to someone at a Lithuanian party, you'll only tell your first name – not your family name – and you don't shake hands.

The Lithuanian society is currently changing more rapidly than the Dutch.



POLAND ≠ THE NETHERLANDS

Maja Bialon (1978), designer lived and worked in Amsterdam from 2002 to 2006

Dutch people seem to refuse to get old. You can see it by the way they look (active, fit and dressed up) and behave (going out, self-confident).

People aren't very spontaneous and can't get crazy on parties. Partying with Polish always ends up at 6 in the morning, with a huge hang-over the next day.

If you are lucky to be invited by a Dutch for dinner it won't be an amazing meal. In best case it is pasta with salmon. With the coffee you won't get more than one piece of cake.



SLOVAKIA ≠ THE NETHERLANDS

Peter Bilak (1973), graphic designer lives and works in the Netherlands since 1997

The Dutch word for beauty (schoon) means clean; something ordered. Slovak word for beauty (krasa) has roots in denying the ordinary, something almost unordered.

Despite the density, there is less physical contact. People don't expect to talk to each other. In a train in Slovakia, you will be talked to within minutes. Here I've been approached by a stranger twice in 5 years. Walkmans and bags placed in the seat next to you are ways to indicate that one doesn't wish to be talked to or touched.



SOUTH KOREA ≠ THE NETHERLANDS

Min & Sulki Choi, design researchers lived and worked in Maastricht from 2004 to 2005

To us, originating from a culture where everything moves and changes so quickly, where they'll say "change everything except your family", things are just too slow here. Decisions take time to be made; people walk so slow, we have to say "excuse me" all the time. On a physical, urban-environmental level, it seems to manifest itself in the age-old aspect of the buildings. One day we saw an old building being renovated by carving out the internal material, in an attempt not to touch anything on the external surface. Many buildings look like stuffed animals: dead but beautifully preserved.



SPAIN ≠ THE NETHERLANDS

Olga Vázquez Ruano (1972), architect lives and works in the Netherlands since 1999

The minute someone steps out in the street in Spain he's walking onto a stage. It is tacitly assumed that one should dress up in order to exhibit oneself and draw attention by having loud conversations. Here I like the fact that people make a habit of occupying the streets in a shameless way. Instead of setting up theater, it's more like pulling the intimacy of the living-room onto a piece of sidewalk. They dress down, sit back and speak softly. Oddly enough passers-by are expected to ignore the display and pretend to not get a glimpse of the exposed 'gezelligheid.'



SWITZERLAND ≠ THE NETHERLANDS

Cristin Wildbolz (1960), musician/performer lives and works in Amsterdam since 1995

There's a lot of self-esteem here, and not so much humbleness. In Switzerland there's a lot of morality which can be confused as humbleness.

Here you aren't told to be great before you try out something you believe in. If you don't succeed, you switch towards something you might realise easier. You won't lose your face in doing that.

The Dutch like to cultivate the illusion about their generosity and tolerance, which is also based on ignorance of problems. They'd rather close the eyes instead of facing their behaviors and consequences.



UKRAINE ≠ THE NETHERLANDS

Alevtina Kakhidze (1973), visual artist lived and worked in Maastricht from 2004 to 2005

In Holland, everything is managed so that you aren't stuck too long with people. In banks and post offices are lines on the floor that you're not allowed to pass until it's your turn in the queue.

The trains here are extremely good, but too luxurious. I'd prefer traveling in less comfortable trains and do it more often since it would be affordable.

Whether people answer "Yes" or "No", they smile. In the Ukraine, when people say "No" they don't smile, they identify with person to whom the request has been refused.

Creativity lies in the space for 'the other' – in de widest sense. This map of small differences is put together by Annelys de Vet, as a record of her 'provider of creativity'. Amsterdam, 2006

CREATIVE MAP

Map of quotes in the head of Arnaud van den Heuvel / Quotes die een rol spelen in mijn hoofd:

- quote="Neil Armstrong" That's one small step for a man, one giant leap for mankind / quote)
- quote="Jan den Besten" ting tik tiktiktikkikikikkggggggggggggggg tink gggg / quote)
- quote="Wim de Bie" Die oorlog woedt ver van ons bed. Nog wel. / quote)
- quote="Bente Bourgondien" delete this.onEnterFrame; / quote)
- quote="Hidde Braun" Als je met internetproblemen zit / quote)
- quote="Katinka van Bruggen" I looove bunnies! / quote)
- quote="Peter de Bruijn" Zwaktes zijn doorgeschoten sterke kanten / quote)
- quote="Max Bruinsma" That's like using the bible to cook a pie / quote)
- quote="Andy Buddenbaum" Statements work better in black and white / quote)
- quote="Teun Castellein" Plaats uw advertentie op ons gebouw / quote)
- quote="Marlijke Cobbenhagen" Hee, waar zat die neon glow ook alweer? / quote)
- quote="Rolf Coppens" We are all amateurs at something / quote)
- quote="Roel Dalhuisen" Onder het plaveisel ligt het strand / quote)
- quote="Martijn Engelbregt" NIET STOREN / quote)
- quote="René van Engelenburg" Blaas de Rietveld op! / quote)
- quote="Aaf van Essen" Het is zo heerlijk om te spelen in een zandbak. / quote)
- quote="Karel Eykman" Een tekst die precies klopt, daaraan is niets meer te beleven. / quote)
- quote="Paul Frissen" Zoals kunst altijd in een context tot stand komt, geldt dat ook voor de politiek. / quote)
- quote="Mieke Gerritzen" How to turn your creativity into money / quote)
- quote="Hendrik-Jan Grievink" Doe het niet! / quote)
- quote="Youp van 't Hek" Anders wordt dat duffe zootje nooit meer nat. / quote)
- quote="Jim Henson" It's not easy being green / quote)
- quote="Gumbah (Gertjan van Leeuwen)" Als ik niet besta: wie drinkt dit glas dan leeg? / quote)
- quote="Willen Henri Lucas" Songs are like tattoos / quote)
- quote="Marshall Mc Lunan" The medium is the message / quote)
- quote="Theo Maassen" Mensen zijn egocentrisch zonder zich om het grote geheel te bekommeren. In een lichaam heet dat kanker. / quote)
- quote="René Magritte" Ceci n'est pas un pipe / quote)
- quote="Luna Maurer" That's why we define rules and laws and orders. / quote)
- quote="Nynke Meljer" Morgen word je wakker geboren. / quote)
- quote="Koert van Mensvoort" Papa het bos ruikt naar shampoo! / quote)
- quote="Jeroen van Merwijk" De samenleving als blikje chocolademelk: je drinkt het op en dat was het dan. / quote)
- quote="Ralph Muijsen" 999.999 / quote)
- quote="Henk Oosterling" Het is goed om teruggezet te worden in een positie waarin je opnieuw moet beginnen. / quote)
- quote="Bram Opdam" Weet hoe het zit / quote)
- quote="Olivier Otten" We kunnen fictie niet van realiteit onderscheiden / quote)
- quote="Alex Roeka" We leven in afwachting van het grote moment dat iedereen vroeg of laat krijgt / quote)
- quote="Frederique Schimmelpenninck" Onze dochter gaat naar de kunstacademie / quote)
- quote="Rob Schöder" Dingen die zo ongelooflijk onbelangrijk zijn dat ze eigenlijk niks zeggen, kunnen ineens heel veel betekenen. / quote)
- quote="Niels Schrader" Pixel the world / quote)
- quote="Joris Sewandono" *need* it now / quote)
- quote="Ramses Shaffy" Zing, vecht, huil, bidt, lach, werk en bewonder! / quote)
- quote="Robbert Slotman" EN TOEN EN TOEN EN TOEN / quote)
- quote="Dina Stefanova" Our goal is to be happy (...) and we do not hesitate to jump off high roofs. / quote)
- quote="Stephan Tensen" A man is as only big as the dream he dares to live / quote)
- quote="Annelys de Vet" copy paste copy paste copy paste / quote)
- quote="Coralie Vogelaar" Het Sandberg Instituut ontwerpt de ontwerper / quote)
- quote="Frederik de Wal" Our home is where our books are / quote)
- quote="Rudolf van Wazel" It guarantees hours of amusement around the kitchen table. / quote)

This map is most likely not complete. / Deze kaart is zeer waarschijnlijk niet compleet.

no influence / onbelangrijk affects my work / belangrijk

CLASSIFIEDS

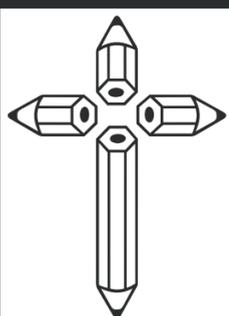


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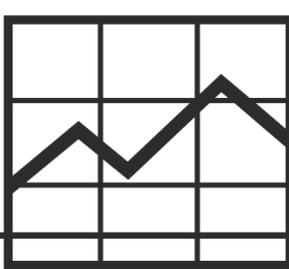


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