

Crossroads: Collaborative Creativity as Alternative Transformative Practice of new Technologies

Paulo B. Bastos¹

¹ — Department of Communication and Art & [ID+], University of Aveiro

The technology has always been turned into perfecting the image and this may be our beliefs and wills for understanding the world through its simulations. Therefore, we try to understand the subject, how it was done, by whom, when, etc., and the interest on the image lies firstly in this possible reference to the visible world – need of placing the image and connecting with it. The result of the intersection between technology and interactivity drives us to perceive the development of the idea of shared production that spreads out as will inherent to the attitude of the creative act. The work, on being revealed in the aspiration of interactivity enounces a positioning that is linked to the technological means, on space and proceedings issues. The main leading theories of 'transformative creativity', which has emerged in the last decade, proposed by Margaret Boden (e.g. Boden 1990), gave us important notions of personal/historical-creativity, which have helped to define creativity in a much more formal context. I'm departing from the methodological approach that considers Deleuze and Guatarri's concepts of Rhizome and becoming as a theoretical and philosophical framework. By consid-

ring art practice as research we are inspecting how creativity emerges from chaos and is a participatory practice; how this phenomenon expands 'rhizomatically' in a co-authored situation and how a lead into the complexity of creation can be mapped through reflection archiving and writing – exegesis. What is this model of approach embedding? Is the best way to be creative in a specific field to gather as much knowledge about the domain as possible? Is it just a capacity of organizing retrieval processes enclosed in our cognitive capacity of memory? Consciousness, attention and motivation are considered in the formal concepts of creativity? Is transformative creativity what we as artists are searching for – a means to transcend a conceptual space? Has a co-authored situation ever been considered? This article is metaphorically crossroad of the artistic mind in a creative practice-led research considering solo and co-authored creation.

