

# QUOTES ON CREATIVITY

curated by Mark Raison

Creativity & Innovation Consultant & Facilitator

Inspiring quotes  
on creativity and innovation,  
possible and impossible,  
trials and successes,  
logic and imagination,  
status quo and change,  
questions and solutions,  
perfection and fun,  
dreaming and working,  
individual creativity and team genius.



**“Impossible is not a fact.  
It’s an opinion”**

Muhammad ALI, alias Cassius Clay, Heavyweight boxing World Champion, known as the “The Greatest” of all time

**“As a marketer part of your job  
is not doing your job”**

Jeff GOODBY, Founder of Silverstein & Partners Advertising

**“How many of us willingly accept  
failure, even look forward to it,  
as an inevitable part of creative life?”**

Louise DESALVO, American author and editor

**“While promotions may win quarters,  
innovation wins decades”**

Bob MCDONALD, Retired CEO of Procter&Gamble







**“Creativity comes from  
a conflict of ideas”**

Donatella VERSACE, Italian fashion designer

**“History doesn’t remember those  
who maintained the status quo”**

Jay SAMIT, Consultant and author

**“There are three responses to a piece  
of design. YES, NO and WOW.  
WOW is the one to aim to”**

Milton GLASER, American designer. Creator of the famous NY logo

**“To start moving in a new direction,  
you need to kick hard against what’s  
already there”**

Luke WILLIAMS, Consultant and author



**“There is something more important than logic: imagination”**

Alfred HITCHCOCK, English film director

**“Start copying what you love. Copy copy copy copy. At the end of the copy you will find yourself”**

Yohji YAMAMOTO, Japanese stylist and “grand couturier”

**“In every triumph, there’s a lot of tries”**

Frank TYGER, Cartoonist, columnist and humourist

**“Nothing is a waste of time if you use the experience wisely”**

Auguste RODIN, French sculptor

**“No vulnerability, no creativity”**

Brené BROWN, Researcher and best-selling author

**“Life’s creative challenges rarely come in the form of well-formulated puzzles”**

Daniel GOLEMAN, Psychologist and best-selling author

**“Striving for perfection can get in the way during the early stages of the creative process”**

David & Tom KELLEY, Creativity consultants and authors

**“Creativity is intelligence having fun”**

Albert EINSTEIN, German-born theoretical physicist and mathematician, Nobel prize in physics in 1921







**“The only way to discover the limits of the possible is to venture a little way past them into the impossible”**

Arthur C. CLARKE, Science fiction writer

**“Name the greatest of all inventors: accident”**

Mark TWAIN, American novelist, humorist, and entrepreneur

**“Good questions inform, great questions transform”**

Ken COLEMAN, Radio and television sports commentator

**“Creativity is just connecting things”**

Steve JOBS, Entrepreneur, and pioneer



**“Your job is to make sure the muse knows where you’re going to be every day from nine ‘til noon or seven ‘til three”**

Stephen KING, American horror, science-fiction and fantasy author

**“It’s merely impossible to come up with 50 bad ideas”**

Tom MONAHAN, Co-founder of advertising agency Leonard/Monahan

**“The lone genius is a myth; instead, it’s group genius that generates breakthrough innovation”**

Keith SAWYER, Psychologist and team creativity expert

**“What was impossible last week that can become possible this week”**

Dr Kobus NEETHLING, South African creativity consultant and author

**“Instead of looking at things, look between things”**

John BALDESSARI, American conceptual artist

**“The only way to discover the limits of the possible is to venture a little way past them into the impossible”**

Arthur C. CLARKE, Science fiction writer

**“Curiosity about life in all its aspects, I think, is still the secret of great creative people”**

Leo BURNET, Founder of LEO BURNET

**“Risk ordinary for great”**

Jessica HAGY, Award-winning blogger and columnist





**“I’d like to introduce myself as the world’s most successful failure”**

Buckminster FULLER, Great architect, mathematician, engineer and inventor

**“The power of questions it’s all yours”**

Ian COOPER, Consultant and author

**“I have nothing to say? An irrelevant fear. We all have something to say”**

Twyla Tharp, American dancer, choreographer, and author

**“If you want to produce special work, it’s worth collaborating with special people”**

Sir John HEGARTY, Founder of creative agency BBH

# Quotes curated by Mark Raison

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