

Dear friends

The German AC is very proud to run the annual awarding ceremony today here in Delft at the Technical University where our old friend Jan Buijs was teaching for a long time...

Since 15 years, the CREO is given to persons or to institutions who did a great job in fostering Creativity – either in a company or in society.

I would like to show you in short the history and first you should know, that CREO is a Latin word with the meaning of: I create...creature/creation

We don't have a typical trophy like the Oscar in Hollywood or a medal like the Nobel Prize

We have this handmade box, but the content is quite different every year in respond to the awarded person. There are several cards inside created by pupils of our partner school, so this box is very UNIQUE every year.

So let's look into the past:

We started with famous products and then honored Ed.de Bono personally in Berlin 2009

2011 two famous German industrial designers

2013 the main association on creativity in Switzerland:IDEE SUISSE = more than 40 years

2014 again in Berlin we awarded Csikszentmihalyi, who must not be introduced by me. Czik and EDB died last year as you know

2019 we awarded the oldest association outside the US: Japan Creativity Society

The ceremony happened in Germany as well, because our old friend Fangqi Xu was on a special trip in Europe: After visiting Tudor Rickards in Manchester he came to us in order to subscribe the founding documents of the IACI=Internat. Association for Creativity and Innovation

His visionary plan was to install an even bigger network than the EACI which still was sleeping in those days – you know the story

Take a look on this guy, who attended several ECCL conferences, I guess three or four..

Half a year later, Fangqi Xu died.....

...and now the website is off-line and we don't know who the follower might be

Let's look forward, let's look to FRANCE

The man we want to honour now is well known in this European community. He is mentioned in Wikipedia and furthermore, he has his own website since many years and you are invited to visit. If you do so, you will be impressed by his broad horizon..

WHY IS HE AWARDED ?

For the German Association, he is the ultimate pioneer in creativity, because he started 1966, earlier as de Bono and five years earlier as Horst Geschka in Frankfurt with his team at Battelle-Institute.

He did it not on the academic way by writing a dissertation or with a book, he founded his own agency for marketing affairs...and her name was very sophisticated: SYNAPSE

A word which was absolutely uncommon in the business world in those days. The agency was running well&very successful in creating brands.

His very special approach to improve creativity was quite experimental because he made sessions **in day-dreaming and in painting**

In the eighties he felt to become more active in the field of environment protection and later on was president of the association Amis de la terre.

Parallel to this engagement he wrote many critical books about labour conditions, and he focused the very radical aspect we nowadays call work-life-balance.

Again he was innovative and a front-runner

He wrote six books on this subject, they are listed on his website.

After this era / epoche, he turned back to creativity and published many books well known in this audience.

In 2003 he founded CREAfrance and one year later he came to Germany and since this X-mas market in Mainz / Mayance we are partner in fostering creativity in Europe and had meetings in Lodz 2005 / Paris 2005 / Amsterdam 2006 / Copenhagen 2007 and finally Brussels in 2009.

Like every big man he has a secret...

Guy Aznar is a poet as well and the story which stimulated him most is Don Quichotte, well known as a metaphor for the tension between reality and fiction / fiction and reality...

Dear Guy,

**This moment is not fiction: the German group is proud to award you
with our CREO 2022**