

CREO 2026



THE GERMAN ASSOCIATION
FOR CREATIVITY HONORS

TAKEO HIGUCHI



As the founder of the IDEA MARATHON System in 1984

- a form of mental training grounded in strong self-discipline rather than a conventional creativity technique;
- a practice that empowers adults and children alike, fostering creative engagement on a broad and inclusive scale;
- a method with the potential to contribute to a better world in many dimensions.

Kronberg im Taunus, 25th September 2026

Prof. Dr. Jörg Mehlhorn
President

Martina Schwarz-Geschka



Deutsche Gesellschaft für
Kreativität

ABOUT US

A group of about 100 trainers, consultants, academics and students with competence in the field of creativity and innovation is united since 1998 in the German Association for Creativity – a nonprofit organisation. We are member of the European Association for Creativity and Innovation (EACI).

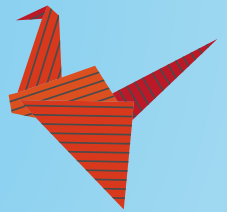
We pursue the following objectives:

1. Improvement of the consciousness of the importance of creativity in all fields of society. Creativity is an unlimited resource which can be further developed for the benefit of all.
2. Activities to enlarge and deepen the understanding of creative thinking processes and the knowledge to utilize these insights.
3. Exchange of experiences between our members and network-partners in order to learn from each other.

Please read our 12 theses stressing the importance of creativity for individuals and for society.

Hints are given in general terms how creative thinking and actions can be improved. The 12 theses have been translated in many languages.

Deutsche Gesellschaft für
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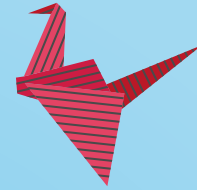
GERMAN ASSOCIATION FOR CREATIVITY

造性憲章

1. 人は誰もが、形や程度は異なっているが、創造的能力を持っている。
2. 創造的才能は、通常、子どもの時代には極めて高く、年齢が高くなるにつれて減少していく。
3. 創造性は、知識、経験、理解を基礎としている。同時に、潜在的能力も活用している。
4. 仕事の環境で、恐れながらとか、自由が束縛されると、創造性に深刻な阻害を与える。創造性は開かれた心や、変化への対応と積極的な意思で、より良く解き放たれる。
5. 人の創造性は、他の能力と同じように、洞察や経験や修練を通して発展させ、刺激を受けることができる。
6. オリジナルで、持続性のある解決策は、自分が専門としてきた特定の課題を更に深く追求するよりも、他の知識や経験を直視することで明確になることが多い。
7. 創造的能力は、建設的なグループ環境において、強化される傾向を持っている。
8. 創造性のトレーニングを通じて、発想の数だけでなく、発想の独創性と質をかなり向上させることができる。
9. 創造的思考と行動は、やる気を起こし、良い結果を生み出すことにつながる。
10. 創造性は我々の生活のすべてにおいて役に立つ。それはプロフェッショナルな仕事においても、芸術においても、個人の領域においても貢献する。
11. 創造性は、革新の源である。創造性が良い生活水準をもたらし、社会の個人生活の豊かさを約束してくれる。
12. 創造性はいくらかでも出てくるもので、尽きることは決してない。

この創造性憲章を認識し、適用することで、失業や環境問題や社会的削減など、現在の諸問題を解決することに役に立つだけでなく、人間のより高い満足感のレベルを得ることも貢献できる。この為に、ドイツ創造協会は、社会全体の創造性を高めることを推し進めることに尽くしていきたい。

THE CREO



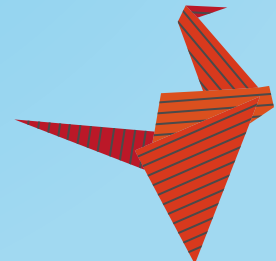
CREO is an achievement award and was firstly presented in 2007. It is not possible to apply for this award, but a jury selects the prizewinner.

CREO was established by the German Association for Creativity (Deutsche Gesellschaft für Kreativität e.V.), a nonprofit organization that each year selects a person or institution for this award in at least one category. The prizewinners are chosen for a particular creative achievement or for their long-standing contribution as determined by the constitution of the German Association for Creativity.

The name **CREO** is derived from the Latin “**creo ergo sum**” (I create, therefore I am!). The prize itself is not one of the usual trophies, but a transparent case that contains written material and pictures in the form of cards, describing the winner and the donator. The cards are artfully designed by students of media design at the Technical College in Solingen/Germany under the supervision of art director Ms. Lisa Gallo.



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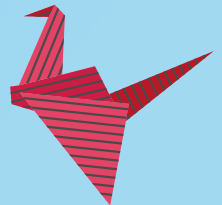


THE CREO

In 2007 the **CREO** was awarded in the category “Creative Product” to the medium-sized family owned company BIONADE and in the category “Life’s Work” to the married couple Prof. & Prof. Mehlhorn, Leipzig/Germany for their novel concept to foster the creativity of children and adolescents.

In the year 2008 the **CREO** went to the LEGO Group for the 50th anniversary of the filling of the patent of the LEGO brick. There is no toy in the world, according to the **CREO** jury, that is better suited to encourage creativity in children than the LEGO brick and the accompanying system.

2009 was declared the “Year of Creativity and Innovation” by the EC. This gave the **CREO** jury the opportunity to honour a person who is regarded as the world number 1 in creativity and who made history by inventing “Lateral Thinking”: Prof. Edward de Bono received the **CREO** 2009 on September 18th in Berlin for his life’s work. His motto: Creativity can be taught and learned!

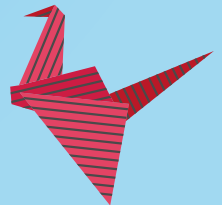




THE CREO

Awarding the **CREO** on an international level happened again in 2014, when Prof. Dr. Mihaly Csikszentmihalyi stayed in Berlin. We honoured him for his work on the exploration of the FLOW phenomenon for which he received highest international recognition. His book 'Creativity', which was translated into German in 1997, was considered to be a bridge between both subjects, FLOW experience and creative thinking. We rank Prof. Dr. Csikszentmihalyi among the best thinkers and pioneers in the field of creativity, starting with Joy P. Guilford (1950), Abraham Maslow (1967) up to Edward de Bono (1969).

Another five years later, the **CREO** is donated to the Japan Creativity Society (JCS) for more than 40 years of continuous research and communication on this important subject. The prize was given into the hands of Prof. Fangqi Xu during his stay in Germany on November 2nd in Darmstadt.



THE ARTISTS

The following art cards were designed over the years by aspiring media designers at the Technisches Berufskolleg Solingen. Created as part of a long-standing school partnership under the guidance of Ms. Lisa Gallo, these pieces are the result of dedicated project-based learning.

Nina Bukilic

Luna Rosario Clemens

Kevin Fabricius

Nina Feuersenger

Lena Glasser

Pascal Jungmann

Karen Knau

Lara Marie Ley

Jonathan Segers

Ellen Storat

Jasmin Donata Thiele

Dimitra Tompolidou

Tom Traut

Leo Vohland

Max von der Schlippen

Daniela Westphal