

What Inspires My Creativity

A presentation by Ron Koudys



A man in a dark suit, white shirt, and patterned tie is shown from the chest up. His hands are raised in front of him, palms facing forward, in a gesture of surrender or confession. The background is a light, textured wall.

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Every Design Inspiration
Every Creative Thought
Every Unique Solution

WAS STOLEN!
My Confession

NEW YORK TIMES
BESTSELLER

STEAL LIKE AN ARTIST

"Beautiful."
—Chris Anderson
Curator of the TED
Conference

10 THINGS NOBODY TOLD YOU ABOUT BEING CREATIVE
AUSTIN KLEON

HOW TO LOOK AT THE WORLD (LIKE AN ARTIST)

Every artist gets asked the question,

“Where do you get your ideas?”

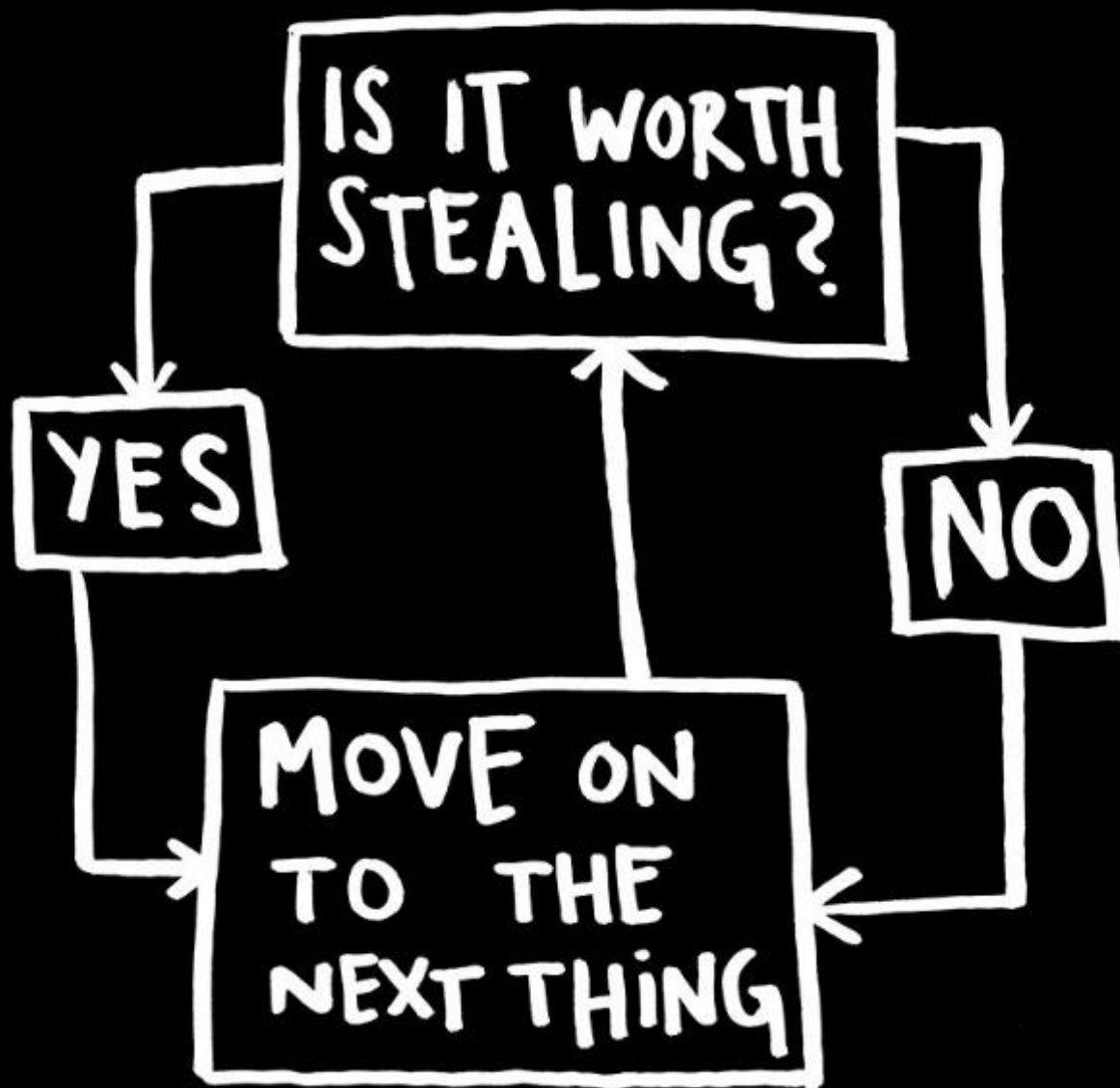
The honest artist answers,

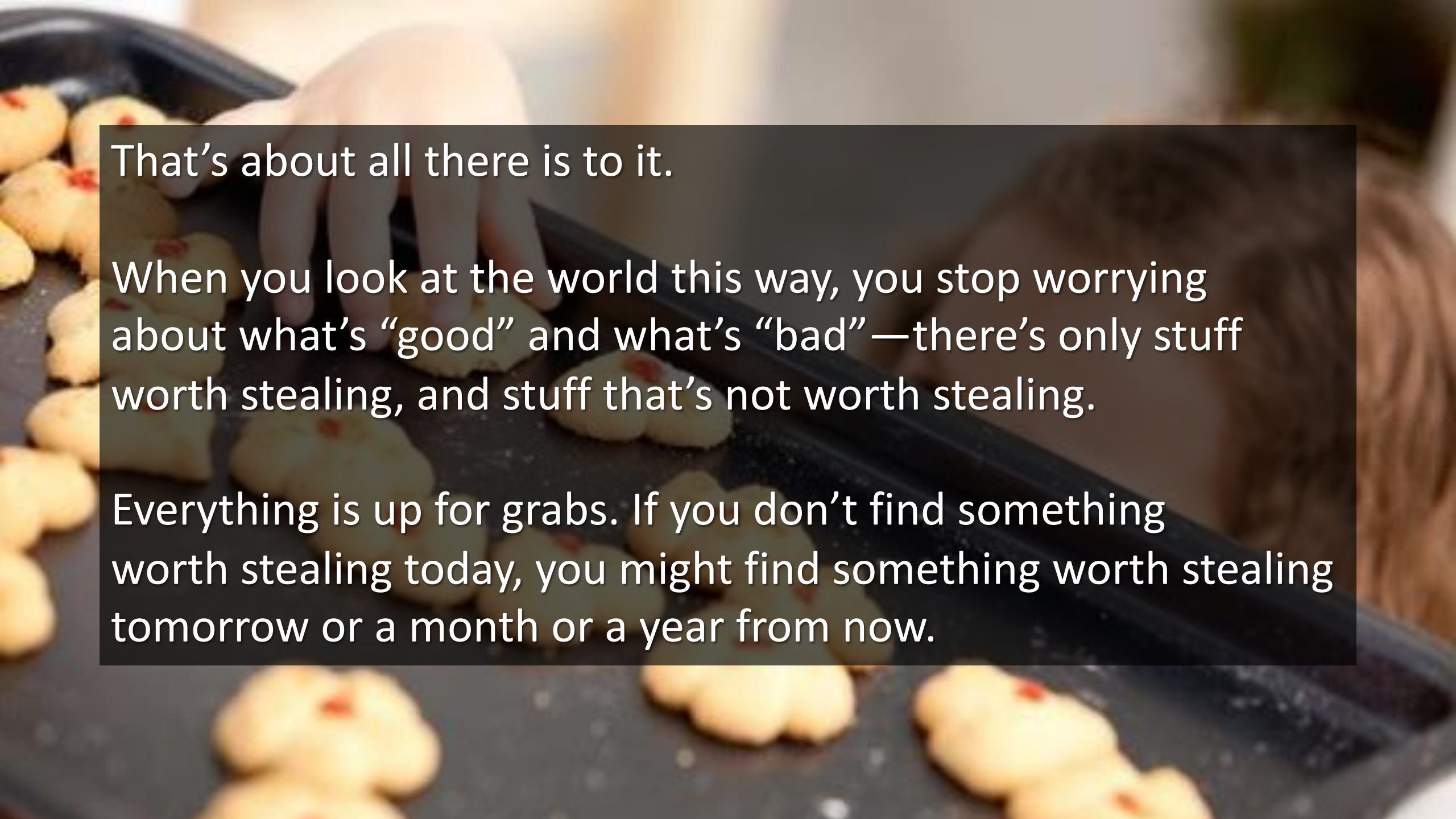
“I steal them.”

How does an artist look at the world?

First, you figure out what's worth stealing, then you move on to the next thing.





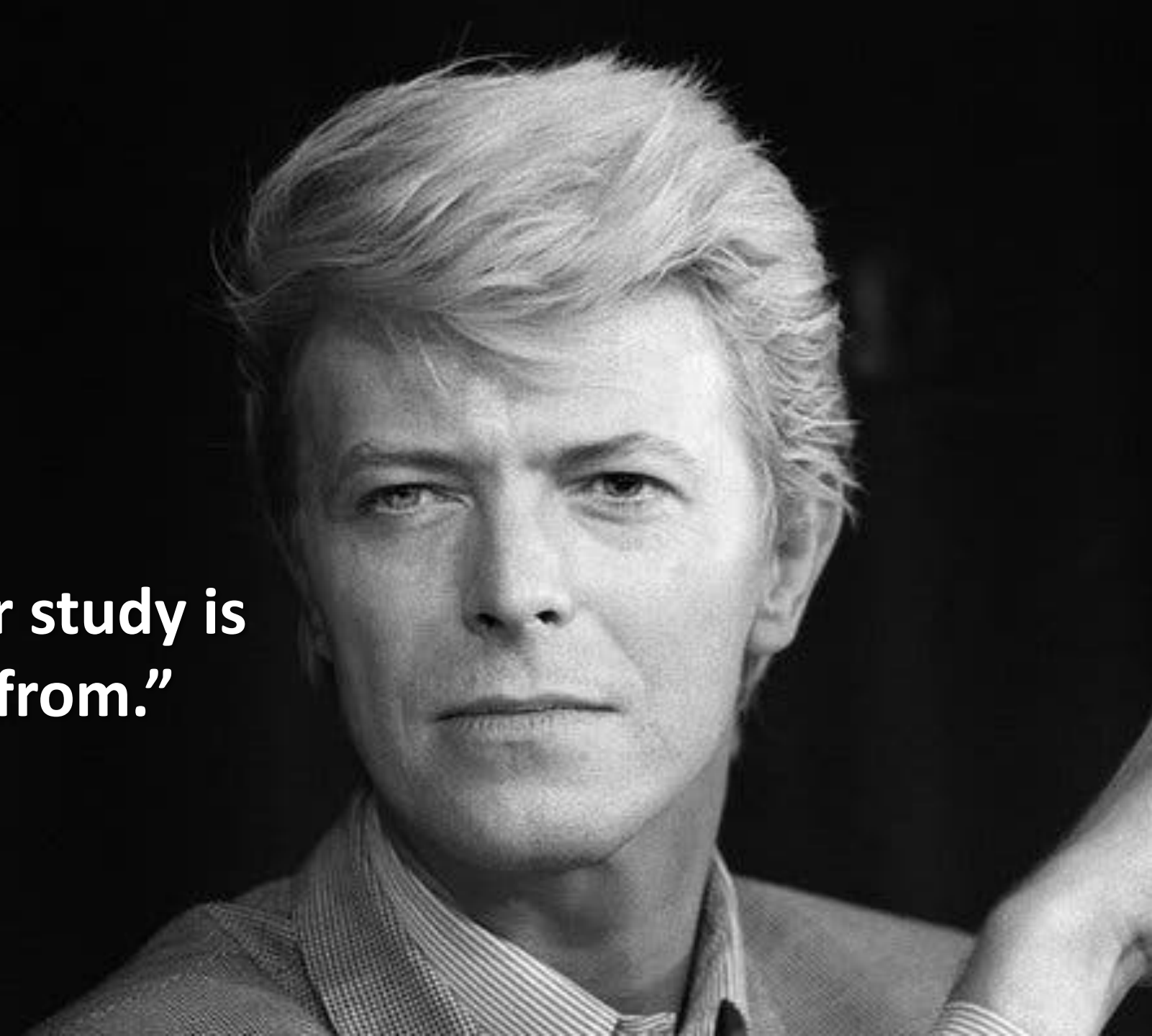
A close-up, slightly blurred photograph of a child's hand reaching towards a dark-colored baking tray. The tray is filled with several small, round, golden-brown cookies, some of which have small red sprinkles. The background is out of focus, showing more of the tray and the child's hand.

That's about all there is to it.

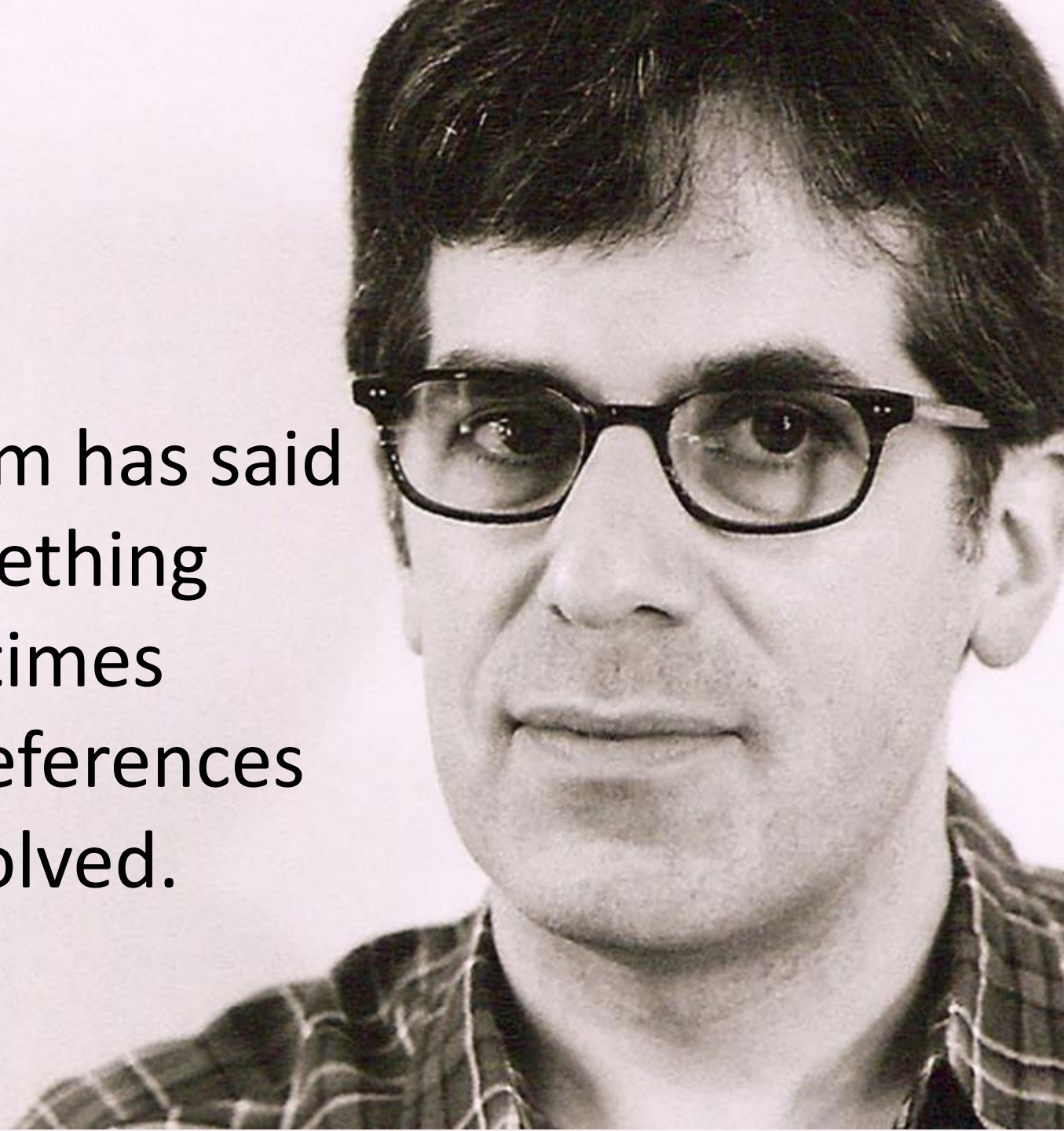
When you look at the world this way, you stop worrying about what's “good” and what's “bad”—there's only stuff worth stealing, and stuff that's not worth stealing.

Everything is up for grabs. If you don't find something worth stealing today, you might find something worth stealing tomorrow or a month or a year from now.

**“The only art I’ll ever study is
stuff that I can steal from.”**
—David Bowie



The writer Jonathan Lethem has said that when people call something “original,” nine out of ten times they just don’t know the references or the original sources involved.



GOOD THEFT	VS.	BAD THEFT
HONOR		DEGRADE
STUDY		SKIM
STEAL FROM MANY		STEAL FROM ONE
CREDIT		PLAGIARIZE
TRANSFORM		IMITATE
REMIX		RIP OFF

A photograph of a red toy car being disassembled on a white surface. The car is in the center, with its body panels removed and its internal components exposed. Various tools, including a screwdriver and a wrench, are scattered around the car. Numerous small parts, such as wheels, gears, and screws, are laid out on the surface in front of the car. The background is a plain white surface.

We learn by copying.

Copying is about reverse-engineering. It's like a mechanic taking apart a car to see how it works.

We're talking about practice here, not plagiarism—plagiarism is trying to pass someone else's work off as your own.



Rembrandt

Copy after Rembrandt (Anonymous pupil)

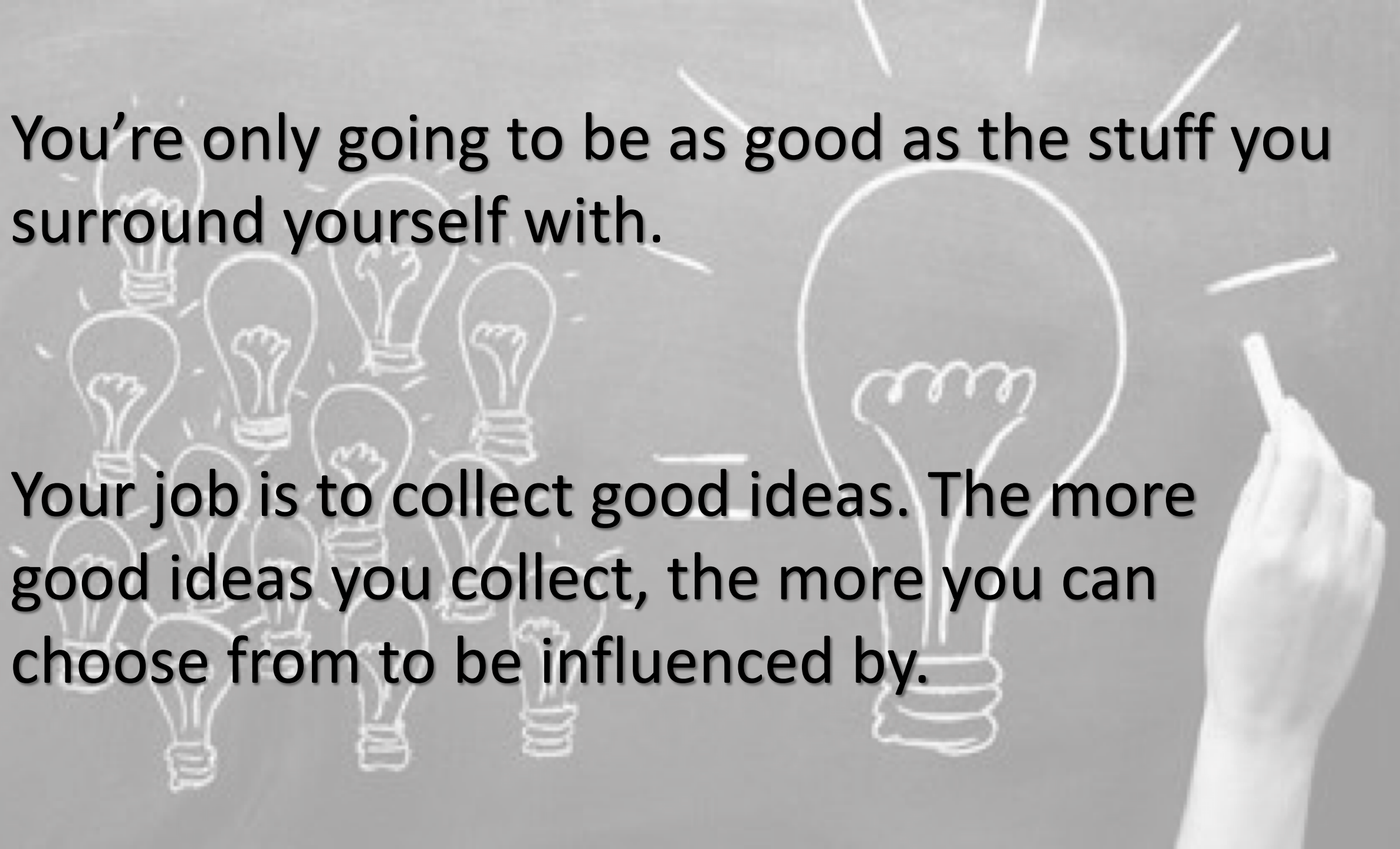
What a good designer understands is that nothing comes from nowhere. All creative work builds on what came before.

Nothing is completely original.



You're only going to be as good as the stuff you surround yourself with.

Your job is to collect good ideas. The more good ideas you collect, the more you can choose from to be influenced by.



“Steal from anywhere that resonates with inspiration or fuels your imagination. Devour old films, new films, music, books, paintings, photographs, poems, dreams, random conversations, architecture, bridges, street signs, trees, clouds, bodies of water, light and shadows. Select only things to steal from that speak directly to your soul. If you do this, your work (and theft) will be authentic.”

—Jim Jarmusch

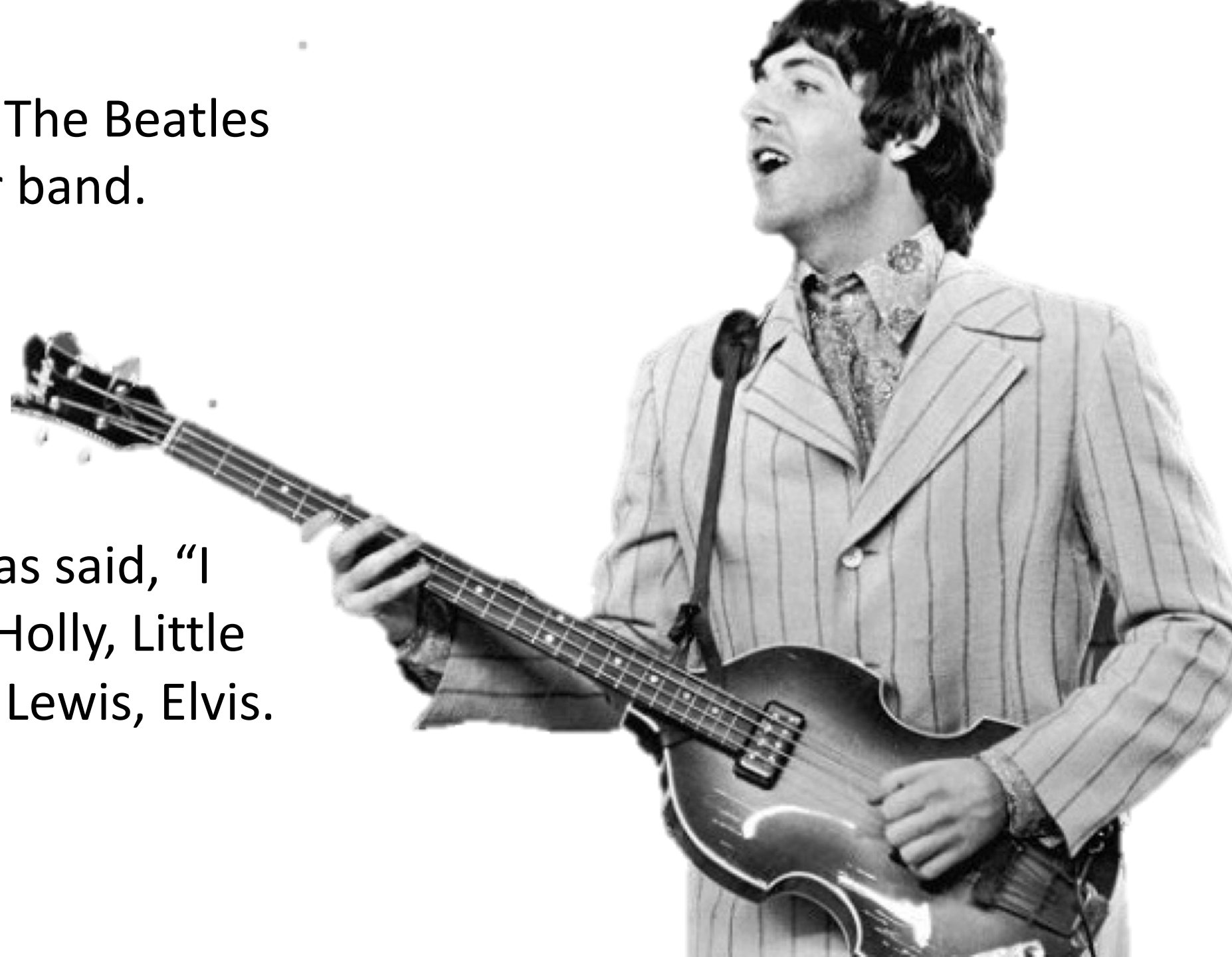


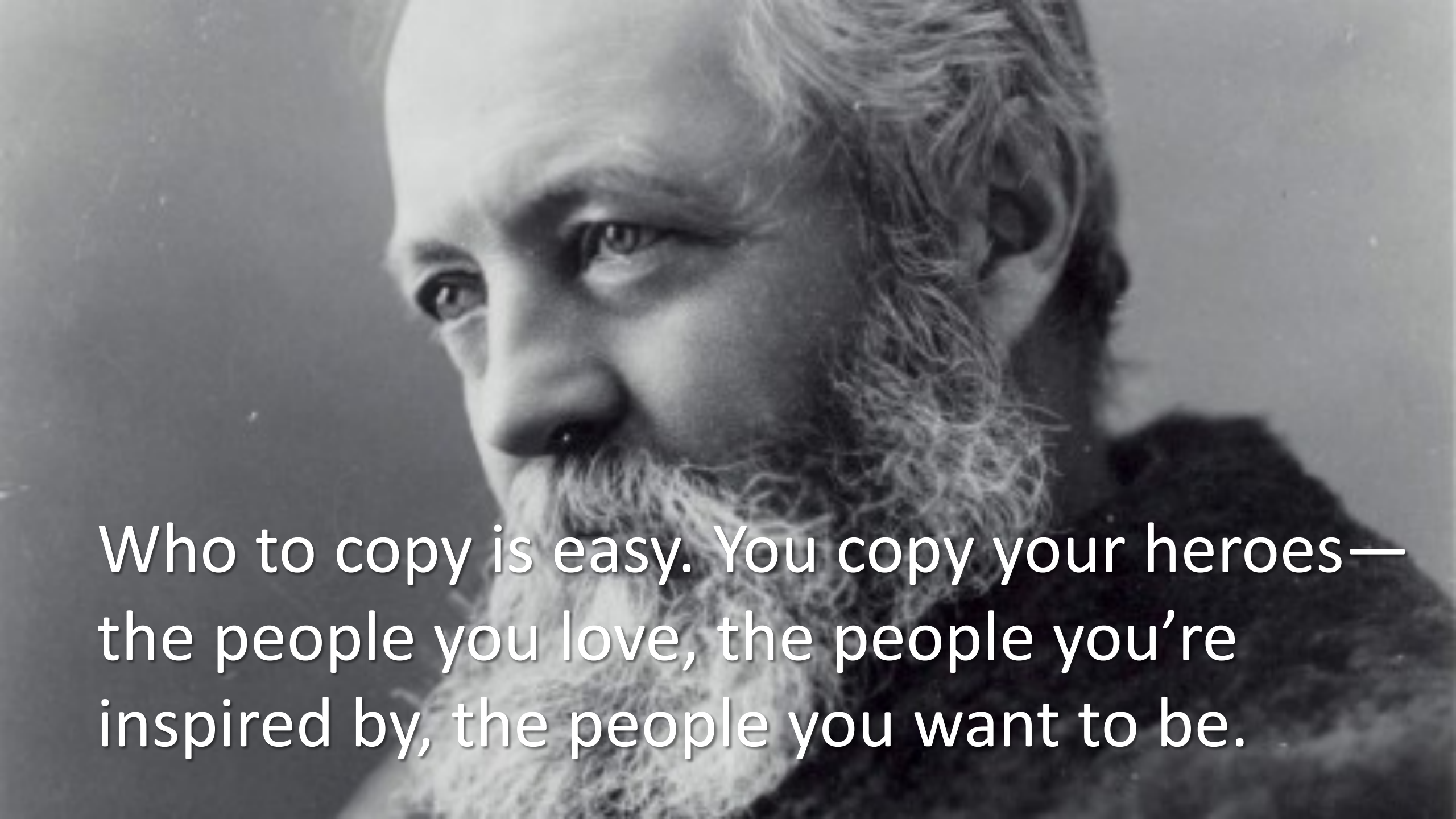
Always be reading.

Remember: Even The Beatles
started as a cover band.

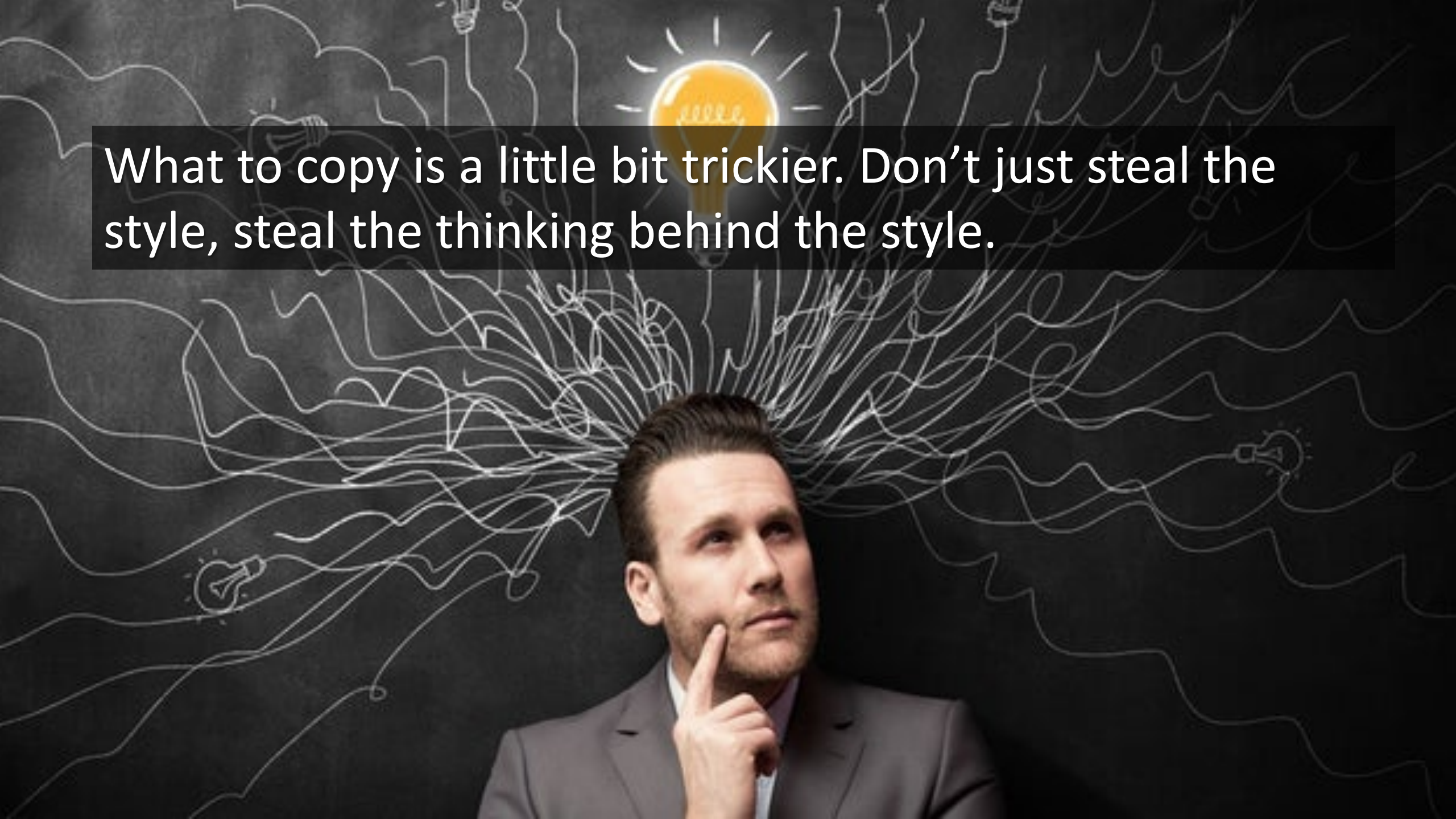
Paul McCartney has said, “I
emulated Buddy Holly, Little
Richard, Jerry Lee Lewis, Elvis.

We all did.”

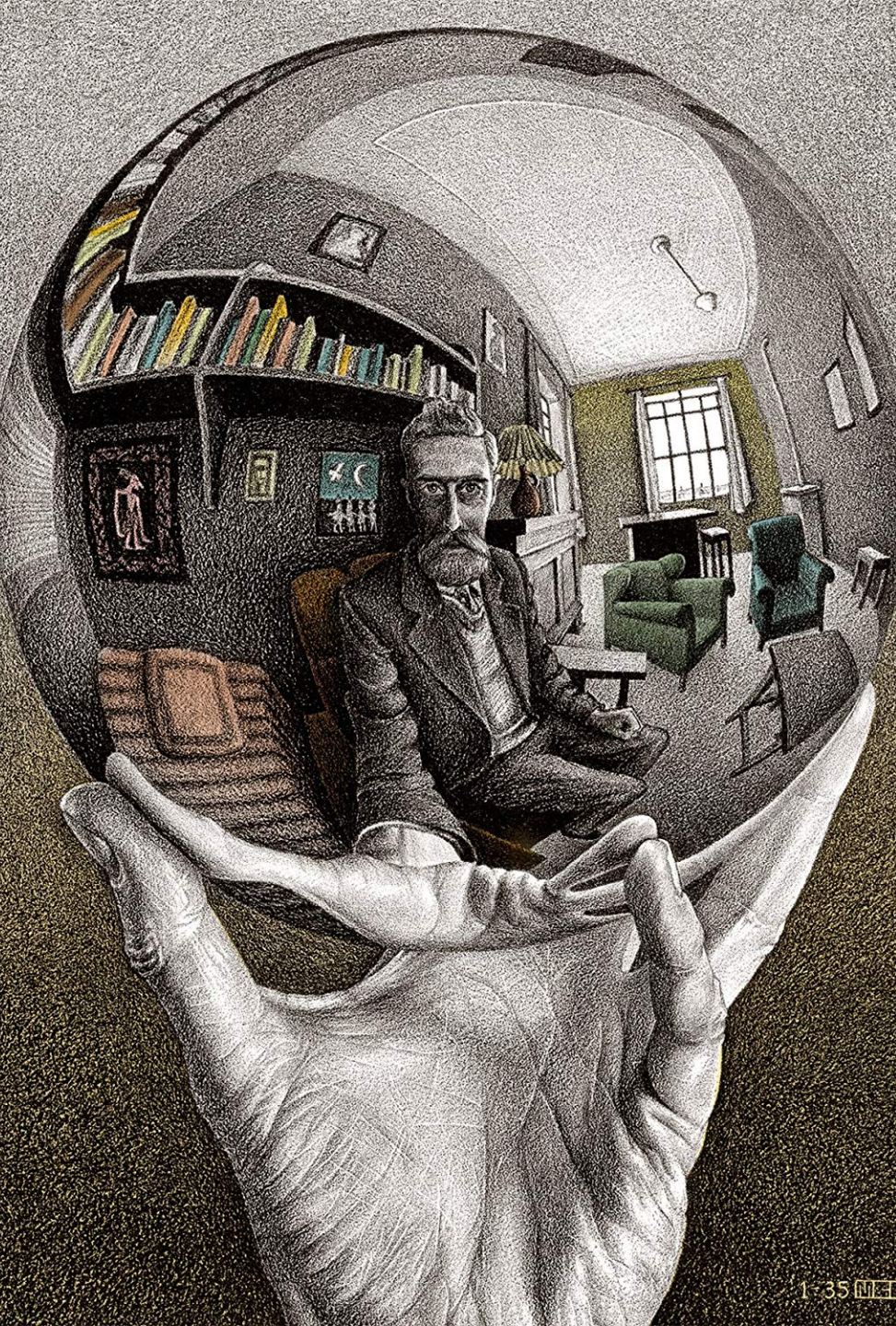


A black and white portrait of a man with a full, white beard and mustache. He is looking slightly to the left of the camera with a thoughtful expression. The background is a soft, out-of-focus grey.

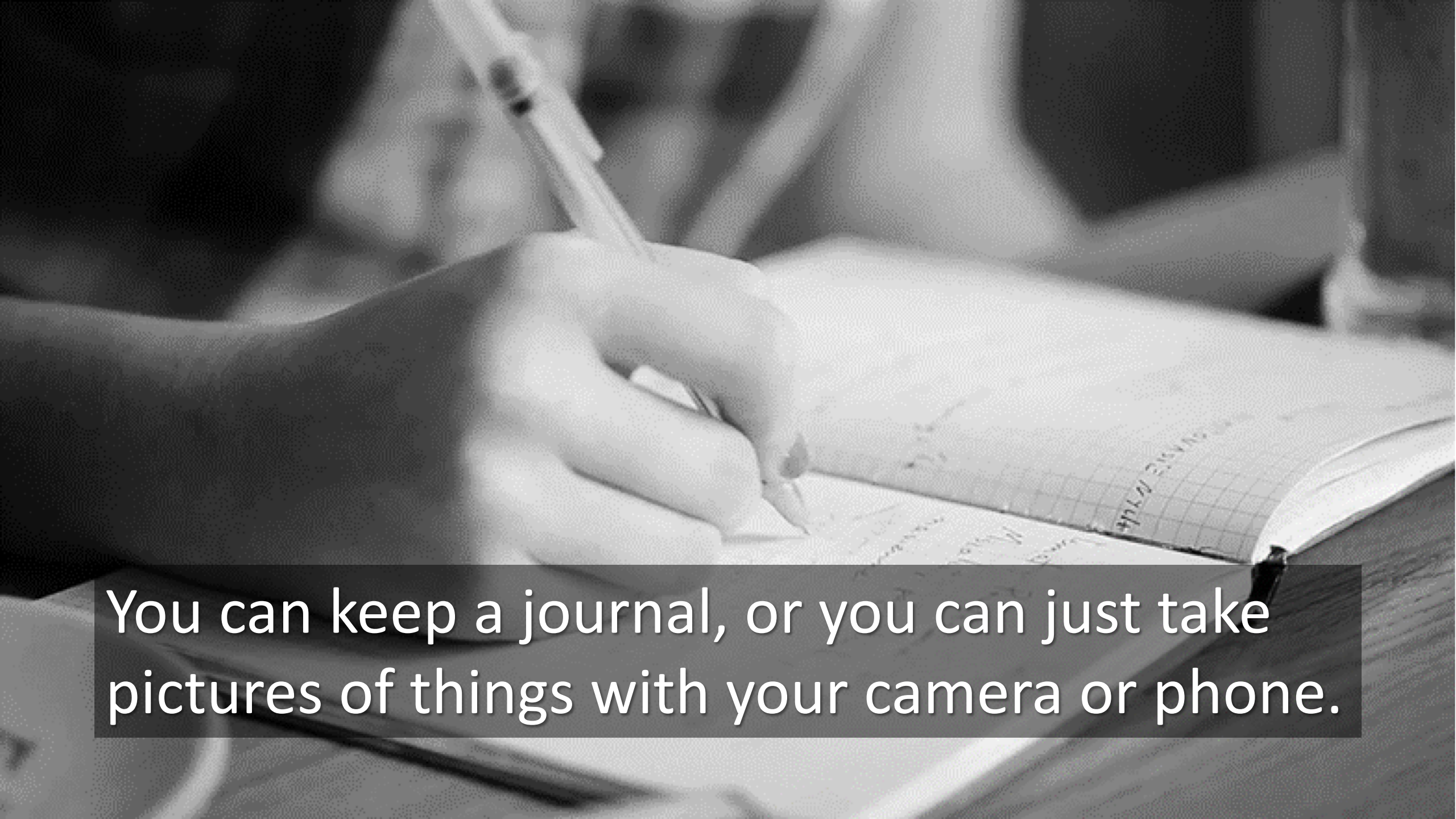
Who to copy is easy. You copy your heroes—
the people you love, the people you're
inspired by, the people you want to be.

A man in a dark suit is shown from the chest up, looking upwards and to the right with a thoughtful expression, his right index finger pointing to his chin. Above his head is a glowing yellow lightbulb with radiating lines. The background is a dark chalkboard covered in white, chaotic scribbles and several small, faint lightbulb drawings. A semi-transparent dark rectangle contains white text across the upper middle of the image.

What to copy is a little bit trickier. Don't just steal the style, steal the thinking behind the style.



You don't want to
look like your heroes,
you want to see like
your heroes.

A black and white photograph showing a close-up of a person's hand holding a pen and writing in an open journal. The journal has a grid pattern on the right page. The background is blurred, showing other people in a classroom or office setting.

You can keep a journal, or you can just take pictures of things with your camera or phone.

THE LIFE OF A PROJECT*

THIS IS THE
BEST IDEA EVER



* STOLEN FROM MY FRIEND MAUREEN MCHUGH

In the time left I wanted to share some examples
of my own stealing on a recent trip to France



























GRENOBLE
156 km

RASTEAU
(cru réputé)
35 km

VAISON-LA-ROMAINE
(cathédrale romane)
39 km

BEAUMES-DE-VENISE (17 km)
MALAUCÈNE (18 km)
LE BARROUX (17 km)
MONT VERT (17 km)

VALREAS
(église Notre-Dame)
50 km

MARTINACHE
18 km

ST-ÉTIENNE
21 km

VALMAY
21 km

d'ailleurs
couleurs

d'ailleurs
couleurs

18

18

BIJ

Argo

ACHAT

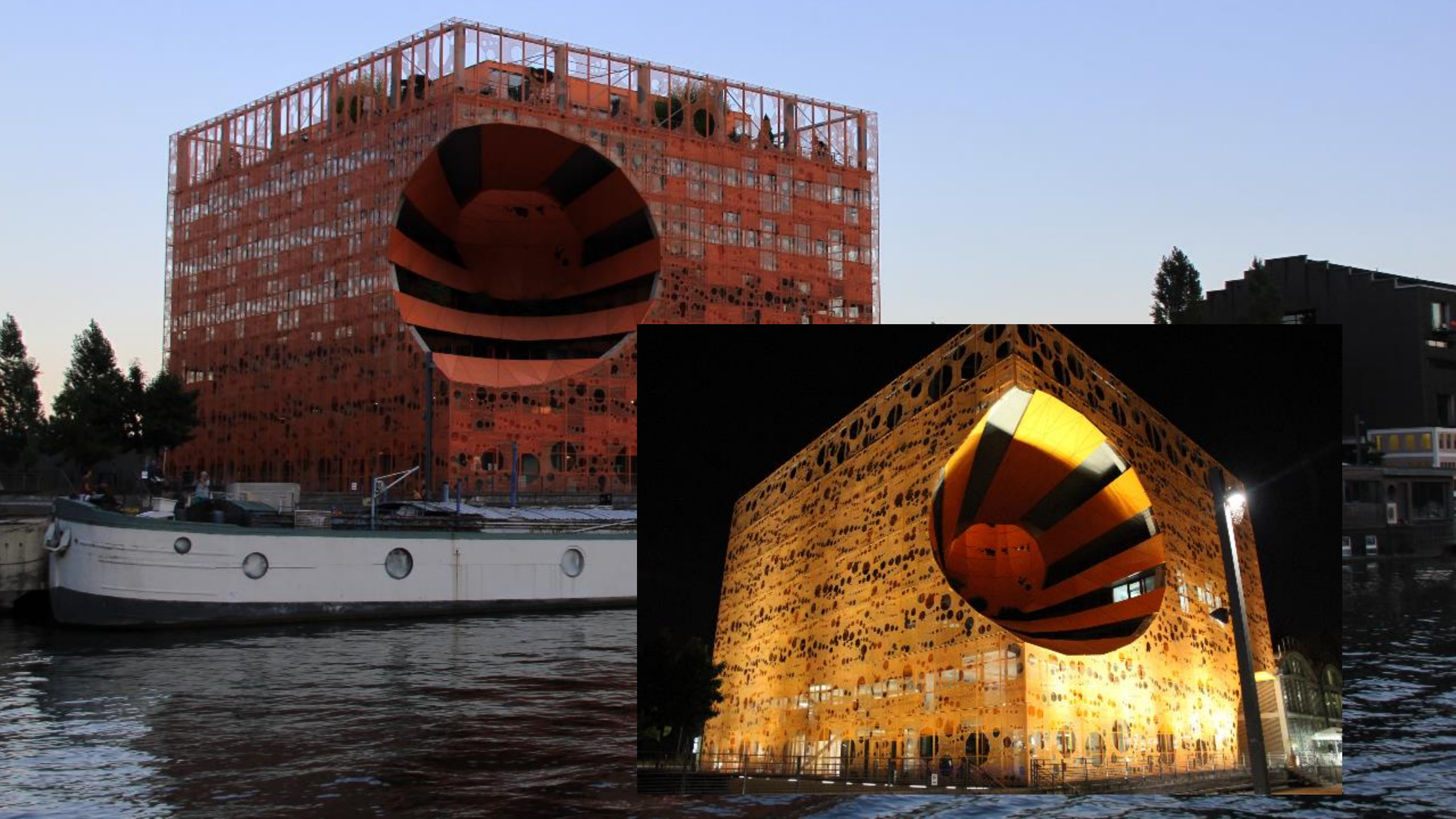
Vieil or
Lingots
Diamants
Argent massif
Alliage dentair
Tous métaux préc
Bijoux anciens
& modernes
Montres de mar



VENTE

Bijoux anciens
et d'occasio
Montres de ma
Diamants
Or/investissen



















A vibrant, sunlit scene of a grassy field filled with numerous small yellow wildflowers. A dense line of trees with bright green foliage forms a canopy in the background. The text "Thank You and have fun stealing" is overlaid in white, centered in the image.

Thank You
and have fun stealing