



WHY ARE WE CREATIVE?

BY HERMANN VASKE

FEATURING

Marina Abramovic, Pedro Almodovar, Yasser Arafat, Björk, Bono, David Bowie, George Bush, Willem Dafoe, Umberto Eco, Mikhail Gorbachev, Michael Haneke, Werner Herzog, Isabelle Huppert, Samuel L. Jackson, Jim Jarmusch, Angelina Jolie, Takeshi Kitano, Jeff Koons, Diane Kruger, Spike Lee, Nelson Mandela, Yoko Ono, Pussy Riot, Quentin Tarantino **AND MANY MORE**

CREW

PRODUCER: Hermann Vaske, Charles Bender

COMPOSERS: Teho Teardo and Blixa Bargeld

DOPs: Patricia Lewandowska, Evgeny Revvo, Sasha Rendulic

EDITORS: Marie Charlotte Moreau, Dennis Karsten, Karsten Piefke

SOUND: Michael Busch, Stephan Lügger, Kai Hofmann

GERMANY / 2018 / 82' / 1:85 / 5.1 / ENGLISH / DOCUMENTARY

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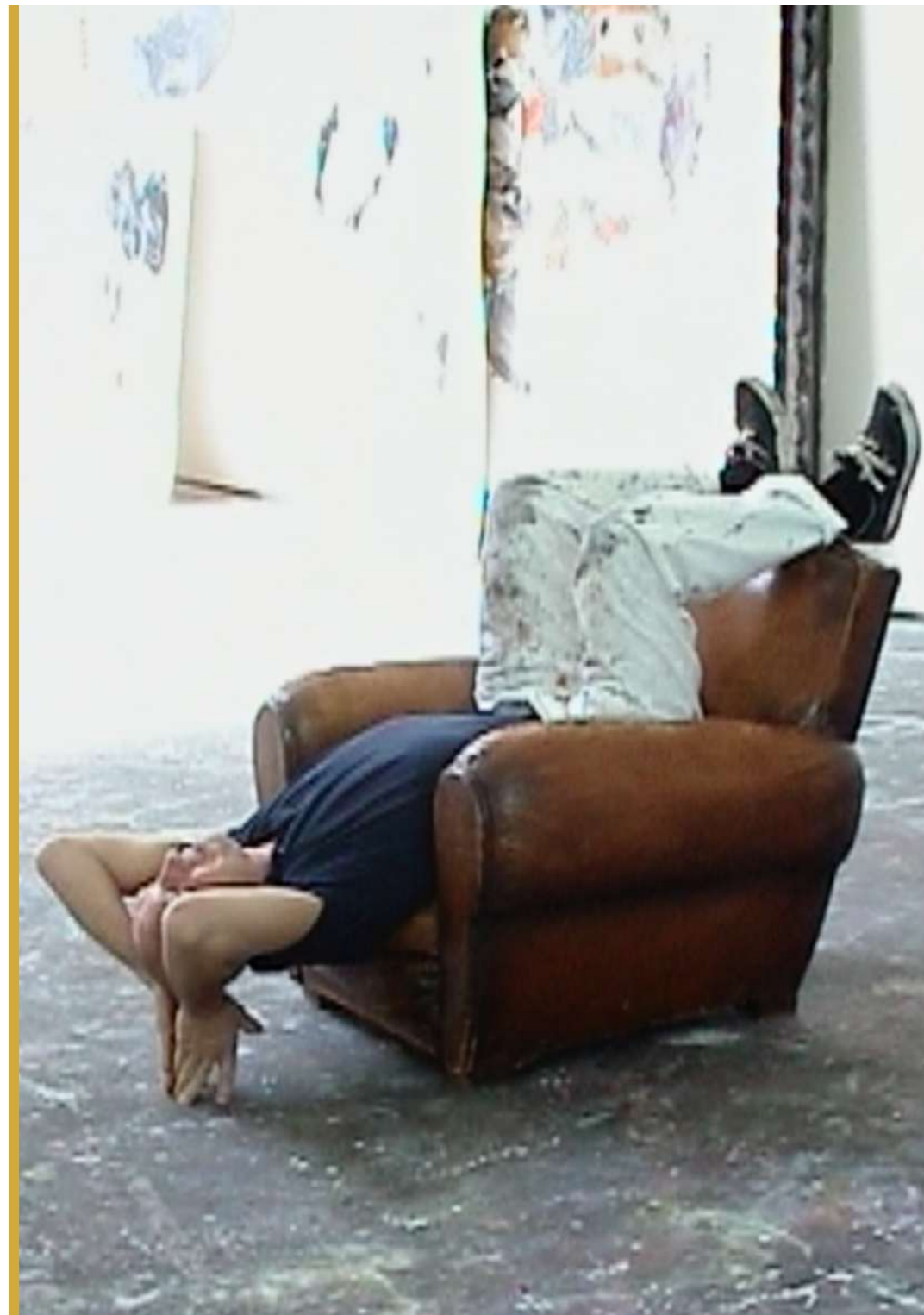
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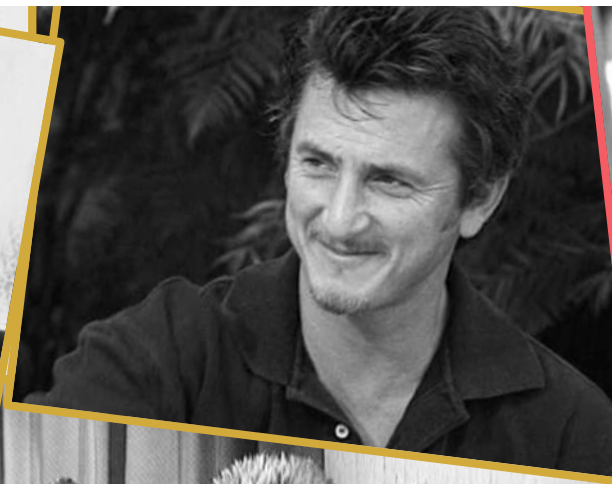
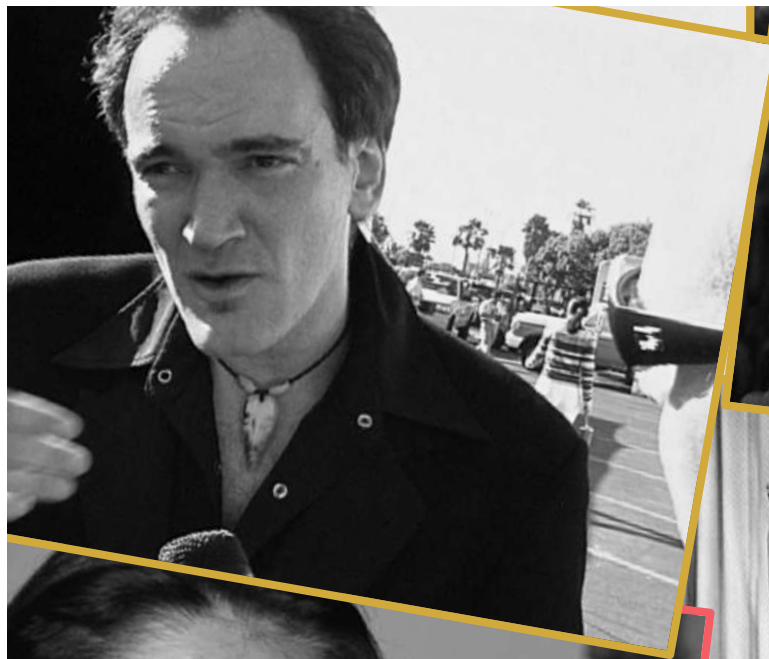
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WHY ARE WE CREATIVE ?

DIRECTOR'S NOTE

The term 'creativity' has become a buzzword with a different meaning for everyone. For Andy Warhol, creativity was linked to money. For Sergei Eisenstein, creativity meant bringing together two things that had nothing to do with each other to create a third. For Thomas Edison, it was 1% inspiration and 99% perspiration. For Ayrton Senna, a racing car was the embodiment of creativity. For Pelé, creativity took place on a football field, whereas for Muhammad Ali, it was in a boxing ring.

SO, WHAT IS CREATIVITY?

I started my search for the meaning of creativity when I was a student. At that time, creativity seemed to be about communication. Thus, I became fascinated with mass communication which led me to my first job in an advertising agency. I worked within the "creative departments", under "creative directors", on "creative briefs", producing "creative work".

BUT, IF IT WAS ALL SO CREATIVE, WHY WAS SO MUCH OF IT DULL, BORING DRIVEL?

Eventually I began asking myself "What drives us? Why are we doing what we are doing?" until the seminal question finally emerged: "Why are we creative?" I started my personal quest diving deep into the topic of creativity, asking myself: What drives us to bring our ideas from the abstract to the material?

The question led me on to embark on a fascinating journey, which developed into an exploration of the different facets of creativity: artistic, intellectual, philosophical and scientific.

Today, the Why Are You Creative collection consists of more than 1000 filmed conversations as well as artworks and drawings. All in all more than 50 Nobel laureates, Oscar winners, and other luminaries from the various creative disciplines, have taken part of the project. When you watch through the different answers in this film, you can make your own connections about creativity. You can spot links that lead to your own theories and come up with your own answers. In trying to work

it out, you will be "bringing in to being something, that did not exist before". You will be being creative.

The film is a time capsule for creative people. A time capsule that offers access in the creative process and the creative thinking through captured footage of filmed conversations of today and the past decades.

When I met Stephen Hawking on one of my journeys, he said to me "It's much better to travel hopefully, than to arrive."

Travelling hopefully is what I've been doing. And I am nowhere close to even reaching my final destination. There are as many reasons for creativity as there are creative people in the world. Yet, in all this multiverse of creativity, a common thread can be found in all those who are immersed in creativity: I am who I am and I am not afraid to be different.

But asking the question has brought me in contact with some of the most exciting people on the planet and ultimately changed the way I see the world.



HERMANN VASKE

BIOGRAPHY

Hermann Vaske is a director, author, and producer. As a director he worked with actors such as Dennis Hopper, Harvey Keitel, Sir Peter Ustinov and John Cleese. As a producer, he worked with luminary figures such as the Dalai Lama, Nelson Mandela, and Marina Abramovic. He is the winner of the Grimme Award (Germany's equivalent of the Emmy) and over 100 creative awards, including Cannes Lions and Clios.

Vaske studied at the University of the Arts in Berlin and at the American Film Institute in Los Angeles. He started his career working for some of the world's most renowned advertising agencies: Saatchi&Saatchi London, GREY New York, and FCB.

Vaske consequently went on to produce films for television and cinema.

Vaske is a member of the German Art Directors Club, professor at the University of Applied Arts and Sciences in Trier, and a member of the European Film Academy (EFA).

FILMOGRAPHY

1995 - 2001

Vaske shot three feature length documentaries, “The Fine Art of Separating People From Their Money”, “The A – Z of Separating People From Their Money” and “The Ten Commandments of Creativity”, starring Dennis Hopper and Sir Peter Ustinov, for which he won the Special Award of the Jury of the International Television Festival of Venice.

2003

Vaske directed and co-produced the short feature film “Who Killed the Idea?” starring Harvey Keitel, Debi Mazar, and supermodel Nadja Auermann.

2006

Vaske produced and directed “The Art of Football” starring John Cleese.

2010

Vaske shot “Digital Bomb”, where Internet celebrity Tron Guy presents the past, present and future of the Internet.

2012

Vaske completed “Balkan Spirit”, a road movie into the creativity of South East Europe. Featuring Marina Abramovic, Slavoj Zizek, Emir Kusturica and Angelina Jolie. “Balkan Spirit” was nominated for the Prix Europa.

2014

Vaske filmed “ArteholiC” in which film and art legends Udo Kier, Lars von Trier and Rosemarie Trockel take us around Europe’s best museums. The film had its world premiere at the Film Festival Munich and its American premiere at Palm Springs Film Festival.

2016

Vaske filmed “Dennis Hopper: Uneasy Rider”, featuring Diane Kruger, Wim Wenders, Julian Schnabel, Michael Madsen, Ed Ruscha, Frank Gehry, Kris Kristofferson, and Harry Dean Stanton.