Creativity As Commodity

To an artist, one of the most offensive phrases that can be heard is "I don't get it!" We live in a world where creativity is "consumed" in many settings, including church and commercial settings, and creative people struggle to understand why more people do not appreciate their more innovative, artistically nuanced efforts.



Just Creativity and Useful Creativity

It is difficult for creative people to understand that not all of their creativity is directly "beneficial" to others. This perceived lack of receptivity does not make a particular creative expression "bad," but rather not applicable in a given context.

In other words, the biggest blind spot any creative person will have is in understanding the difference between what is *just creativity* and what is *useful creativity.*

In the commercial world, the creative process is divided into two parts: Creativity and Innovation. Only 10% of creativity is ever considered real innovation and integrated into useful commodities. While just creativity is important to the creative person, and maybe to a few others, creativity is valueless in the commercial world unless it can be widely consumed (useful creativity) in some way.

The truth is the average churchgoer/consumer has a simple palate. For example, classical music is some of the finest, most complex and creative musical work humans have ever made. Yet in the Western world, not more that 15% of the populace consumes it.

It is vital for creative people, struggling to offer their contributions to the local church, and longing to be affirmed in church settings and commercial settings, to perceive why certain aspects of what they create may reach a wider demographic, and other expressions may only reach a few people (yet often in a very deep way). A change of expectations is in order both for the artistic person and for the local church.

A Word to Creative People in the Church

To conclude, I would like to direct a word to the creative people within the family that is the Vineyard movement, and I welcome others to listen in.

Deep within you is a gift that is precious to you, and precious to God. God placed it there and He placed you in this movement to care for you. Not all you create is consumable, but ***it is all valuable.*** *What we have been given in the Vineyard is a spirit of worship, and just as God gave it to us, He can take it away. As with any gift, we must protect it, nurture it, love it, celebrate it together and give it back to Him at every opportunity. Neither you nor we can sell it for selling's sake, but we can distribute it for the Kingdom's sake. Be found faithful with what God has given to you, and to our community – if we do that, we will be found faithful together.*

Blessings,

JEREMY COOK
President

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