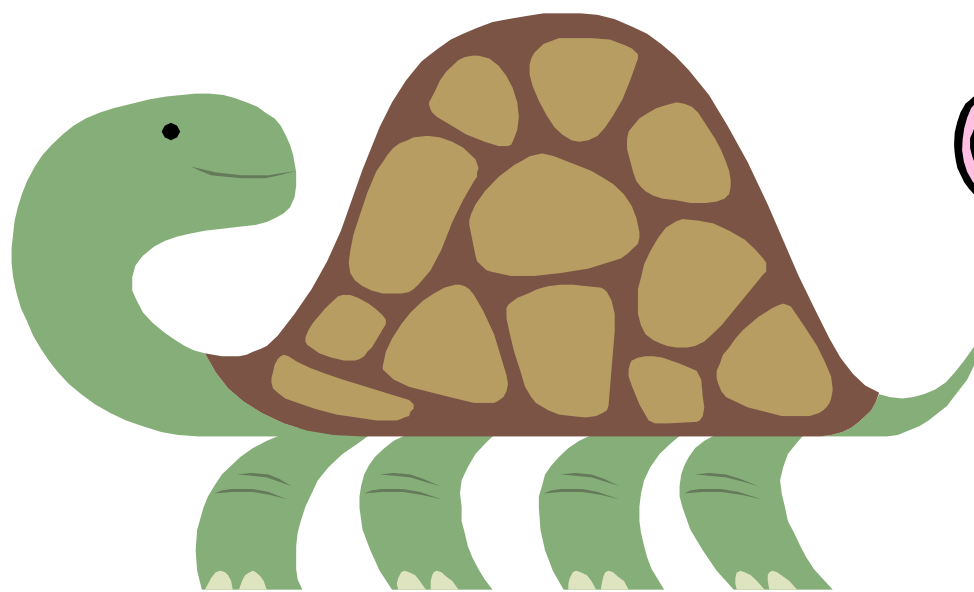
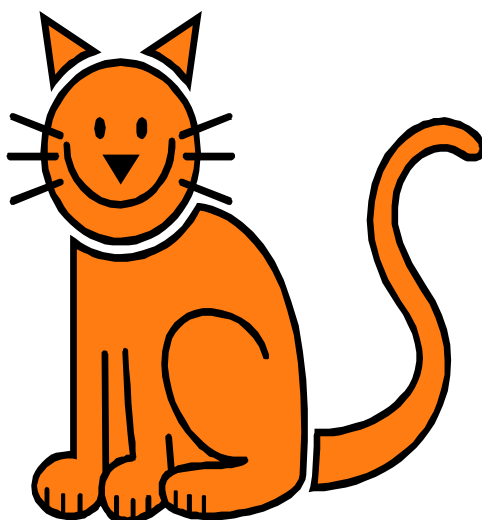
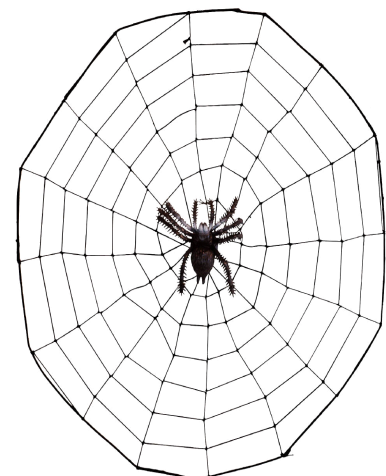


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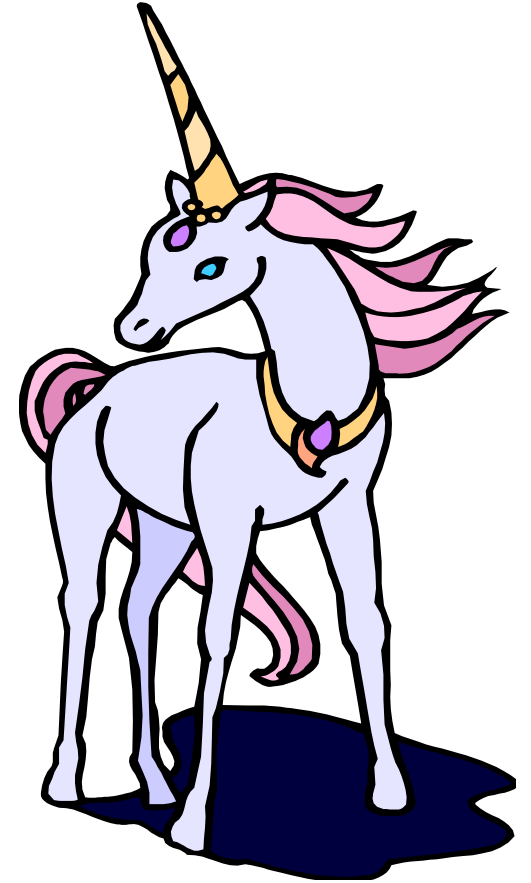


CREATIVITY

Unicorns are magical. They aren't afraid to let their ideas bubble out.

We call this 'creativity.'

Being creative needs confidence and self-belief.



THE MAGICAL UNICORN

A BILLION MAGICAL IDEAS OR THE STORY OF THE UNICORN WHO TAUGHT US TO BELIEVE IN OURSELVES



Once upon a time at Fressingfield Primary School there was a class of children who were the most friendly, charming children you could ever hope to meet. They played beautifully together – always remembering whose turn it was and sharing the toys fairly. They always remembered their manners and politely said, ‘please’ and ‘thank you’ to grown ups and to their friends and they always looked after each other when one was hurt or upset. At school, they worked hard to learn everything they could. They practised their sounds, they learnt their letters, they drew and painted neatly and tidily, they remembered to count slowly and carefully and they tried hard never to make a mistake.

But despite everything, their teacher was worried. Even though she was a kind lady, the children noticed that sometimes when she looked at them she would fret and frown and chew her lip. Something was wrong.

One day they overheard her whispering to Mrs East, the Reception Teacher.

“I’m so worried about my class,” she said, “I know that they are full of good ideas, but they seem to be too frightened to let them out. On the carpet they won’t share their thoughts, when they draw and paint they just copy each other and in the roleplay area they only play the game that I showed them over and over again. I’m sure they are bubbling with creative ideas and full of imagination, but they won’t ever let the magic come out.”

“Oh dear,” said Mrs East. “It sounds as though they need some help.”

“I think you’re right,” said the teacher. “They need a friend who can help them believe in their own ideas.”

“Then, why don’t you ask you-know-who to see what she can do?” said Mrs East. “If anyone can help, I’m sure that she can.”



The next day was Friday and in the afternoon the tables were all left empty because the children were allowed to choose to play with whatever they wanted to. So when they had finished learning about rockets and spaceships on the carpet, their teacher asked them what they would each like to do.

No one seemed brave enough to suggest an idea and so, for what seemed a very long time, the children just sat there, not knowing what to do. Their teacher was chewing her lip again, worriedly looking around the room.

After a while she sat bolt upright, like she had just made up her mind about something. She let out a long, loud whistle, like she was calling something, then she clicked her fingers.



Suddenly the classroom window flew open, the curtains billowed, and in galloped the most magnificent creature the children had ever seen. Its coat was glossy white with a silver sheen and as it turned and moved it seemed to glow as if lit from within. Colours of every description danced magically across its body. As it tossed its head, tiny gold and silver stars leapt off its mane, whizzed into the air, then burst like magical bubbles in the air. Most striking of all, in the middle of the great beast's head, between the twinkling, smiling eyes was the most magnificent ivory horn that twisted to a fine point. With every movement the horn left a golden trail through the air like that of a winter sparkler.

It was a unicorn.



As it leapt through the window the room filled with a scent of honeysuckle and mint, which made the air seem thick and sweet enough to drink. The children all breathed deeply, sucking the unicorn's magic down into their bodies.



The braying unicorn walked slowly around the room, stepping carefully amongst the children on its golden hooves. The children sat still, with their eyes wide open, spellbound. The unicorn seemed to want to touch each of them in turn. It nuzzled one here, touched another gently with the tip of its horn there and breathed a magic spell upon them all. As each child was touched they felt something powerful stirring within them. A warm, bubbling, fizzing feeling that started in their tummies and worked its way up to their heads where it turned into magical living, breathing ideas: moving pictures of toys not-yet invented; words for new songs yet to be sung; pictures that had never been painted; maps of secret, made-up lands filled with treasure; ideas for games that had never been played; and deep, deep thoughts about the whole world around them.

The children knew that this was very powerful magic.





Once all the children had been visited and when all were buzzing with the excitement of their ideas, the unicorn turned around at last to go. It tossed its head again and clouds of stars flew from its mane, fizzed across the room and burst on each child's head. Then, for the first and only time it spoke:

“Remember this my friends,” its voice danced like ballet shoes with silver bells across the room. “All children are made of magic. Inside you now a billion ideas and thoughts are bubbling, ready to burst out and come to life. Some of these thoughts will be so brand new, so creative, inventive and magical that no one before you will have ever thought them before! These are the most special thoughts in the world, my children, because they are the ideas that will change the world. So listen to your own ideas and let them out. Believe in yourself and share the magic inside you. Goodbye.”



With wide eyes the children watched as its muscles tensed and then the unicorn leapt again through the window and was gone.

That afternoon was the best the children had ever had, so keen were they to let their ideas out into the world and come to life.

Some children spent the whole afternoon playing a new unicorn game they had invented in the roleplaying area – and when they found they didn't have the very thing they needed for their game – a magical ivory horn, two of them went to the art area to invent one and to make it.

Another group of children went outside to the bark where they built a beautiful fairy castle from blankets and sheets – they even decorated the walls of the castle with swirls of glittering paint they had borrowed from the art area.



Some other children played with the musical instruments in the playground: bubbling with excitement and their own ideas they invented their own song and a new dance to go with it. Another group decided to write about what had just happened – they gathered sheets of brightly coloured paper, drew fantastic pictures of the silvery unicorn with stars leaping from its mane, wrote '*unicorn*' and '*magic ideas*' and stapled them into a book.

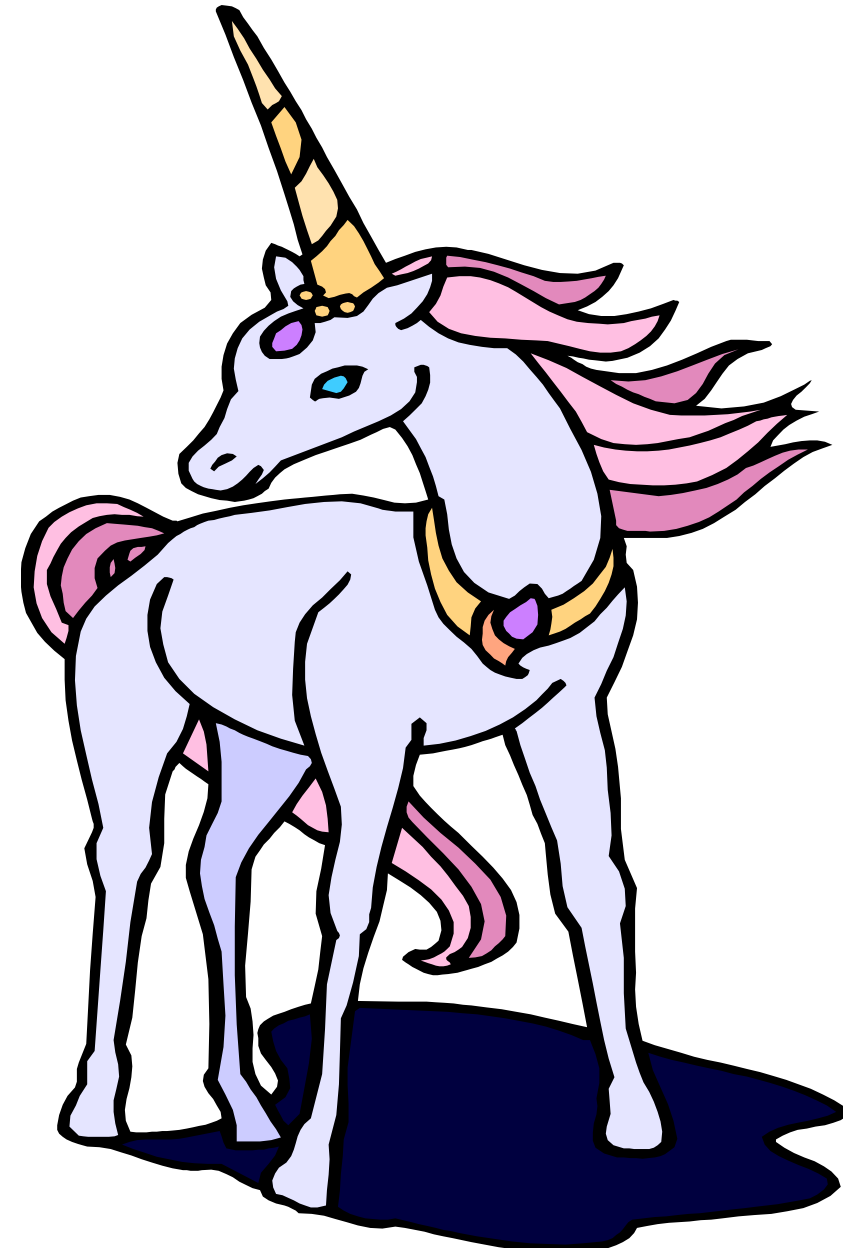
Other children were filled with ideas about where the unicorn lived and so built a floating city in the clouds from bricks and blocks and cotton wool.

All afternoon and for everyday afterwards, each and every child listened to the magical ideas inside them, they let them out and let them come to life.



And to this day, when sometimes the children forget to believe in themselves, forget to take a risk and let an idea out, when no one seems sure what they want to do, their teacher will let out a long, loud whistle, as if she is calling something, then she'll click her fingers and the children will look up at the window and remember the words of the unicorn:

“Believe in yourself and share the magic inside you.”



Creativity

noun

the use of imagination or original ideas to create something;
inventiveness

Creativity is the act of turning new and imaginative ideas into reality. Creativity is characterised by the ability **to perceive the world in new ways**, **to find hidden patterns**, **to make connections between seemingly unrelated phenomena**, and **to generate solutions**. Creativity involves two processes: **thinking**, then **producing**.

Creativity is all around us.

<https://www.youtube.com/watch?v=MTCOExd0hDk>



What examples of creativity were listed in the video?

Playwriting

Finding unique solutions to problems

Matching up ideas in new ways

Cooking

Interacting with others

Creating change by speaking truth

Film making

Thinking differently about information

Hacking systems and tweaking things

Designing systems

Painting

Exploring ideas and navigating information



Why do you have to be 'brave' to be creative?

It can be hard to explain your idea to other people

If you always 'play it safe' you can't be creative.

It's not easy to stand up for an idea by yourself

If you stick to the rules, you can't come up with new things – you have to 'break the rules.'

People might not like your idea

You might feel shy

You have to turn fear into excitement.

New things make other people feel uncomfortable

It can be scary to put forward a new idea.

You might get laughed at



Who is Steve Jobs? How was he creative?



**YOU JUST LET
YOUR BRAIN GO
WHEREVER IT
WANTS TO GO.**

0:04 / 0:48

Watch the two videos.
What other qualities do they list as important to creativity?

The Magical Unicorn: Creativity

