

(Download free pdf) Spark for the Fire: How youthful thinking unlocks creativity

# Spark for the Fire: How youthful thinking unlocks creativity

*Ian Wharton*

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I A N W H A R T O N



HOW YOUTHFUL THINKING  
UNLOCKS CREATIVITY

*foreword by AJAZ AHMED*     *afterword by JAMIE OLIVER*

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**Ian Wharton : Spark for the Fire: How youthful thinking unlocks creativity** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Spark for the Fire: How youthful thinking unlocks creativity:

0 of 0 people found the following review helpful. This Book Is HotBy Michael Freimuth...and I'm not just talking about the title. 'Spark for the Fire' is a genuinely insightful, timely and (yes, I'll say it ndash; as a creative myself) inspirational read. This book also has soul, whereas the innumerable 'creative help' books out there always feel

prescriptive ndash; Wharton's personal history and pop cultural references bring Spark to life. He manages to capture the challenges and opportunities facing entrepreneurs, creatives (and frankly anyone that runs a business), pulling back far enough for creative directors and aspiring creatives to get it. Plus, I cracked a smile while reading it on several occasions... five stars.0 of 0 people found the following review helpful. Inspired Me!By RazA great book for creatives who need a little inspiration to get back on track let those juices flow.0 of 0 people found the following review helpful. Stop Being Satisfied With YourselfBy Rich TuFull disclosure, Ian is a friend and I consider him to be a tremendous talent and inspiration for my own creativity. That said, this book was insightful in ways I hoped it would be as well as unexpectedly. There is practical advice to be found for the burgeoning creative trying to make a mark in his/her field, and a great amount of hindsight by established voices. I felt like I was witnessing both ends of the experience spectrum, told thru anecdotes that highlight the bravery and even practicality of youthful thinking. Ian makes his case without pandering to the 'cowboy' approach of brash newbies because his decisions (and those of his interviewees) were made with a mixture of calculation, genuine curiosity, and passion. I highly recommend this book for both young creatives searching for guidance and more seasoned veterans who need to be reminded of why they aimed so high in the first place.

This is the most extraordinary time for people with a desire to make thingsSpark for the Fire is for everyone who wants to excel. For the people who are passionate about what they want to do. For those whose imaginations demand to be put to use, in any discipline. it is for the youthful: in age, experience or attitude - and those who want to be - whether to kick-start a career or reignite an established one.Now more than ever, youthful thinking can help spark the fire of creativity. This must-read book reveals how.Featuring among others- Nick Park- Michael Wolff- Lord David Puttnam- Jean Oelwang- Rory Sutherland- Ajaz Ahmed- Jamie Oliver

About the AuthorIan Wharton is a creative director at the global ideas and innovation agency AKQA. Previously a partner at tech start-up Zolmo, Ian led the creative for the Apple Design Award-winning apps for Jamie Oliver, some of the top-rated, top-grossing apps for iPhone and iPad with over 9 million downloads. During that time, Zolmo was ranked in Design Week's Top 50 Design Consultancies. After graduating best-of-show from university with short animated film Solar (2007), earning a Royal Television Society Award, Ian joined visual effects company The Mill as an art director. There he designed commercials for Audi, EA and game trailers for Sony. Ian has since been named an Art Directors Club 'Young Gun' and one of BIMA's Digital Hot 100. As a regular speaker on creativity and the mobile industry, Ian contributed to the no.1 best-selling App Mobile Case Study Book (2011), serves as digital jury foreman for the DAD Student Awards, and mentors at London's School of Communication Arts.