

CREATIVE EVERY DAY



TALES OF
ART + LIFE
COLLIDING
BY IRA MARCKS

AS A KID, I LOVED TO DRAW AND TELL STORIES. GROWN-UPS WOULD TELL ME I WAS SOOO CREATIVE. THEY WOULD SAY:

WHEN HE GROWS UP, I BET HE'LL BE A CARTOONIST!



I GREW UP AND... GOT A JOB. SOMETIMES I WORKED SO MUCH I FORGOT I LOVED DRAWING.

ALMOST!



I'VE HAD MANY JOBS OVER THE YEARS...



MY FAVORITE JOBS ALLOWED ME TO BE CREATIVE.



THERE ARE FIVE CREATIVE INDUSTRIES THAT MIX THE ARTS, TECHNOLOGY AND CULTURE INTO UNIQUE, INSPIRING, AND COOL JOBS.



DESIGN

VISUAL CREATIONS THAT ARE INTENDED TO SERVE A SPECIALIZED PURPOSE INCLUDING GRAPHICS, ARCHITECTURE, INTERIOR DESIGN, AND PRINTING.



MEDIA

COMMUNICATION DONE THROUGH CREATIVE MEDIA INCLUDING VIDEO AND FILM, SOUND RECORDING, VIDEO GAME PRODUCTION, AND WRITING.



VISUAL ARTS AND CRAFTS

TRADITIONAL ARTS LIKE PHOTOGRAPHY, SCULPTING, PAINTING, JEWELRY, POTTERY AND THE VENUES FOR SELLING WORK LIKE GALLERIES.



PERFORMING ARTS

VENUES, COMPANIES AND INDIVIDUALS INVOLVED IN DANCE, MUSIC, ACTING, DIRECTING AND SINGING PLUS EVENT PROMOTERS AND INSTRUMENT MAKERS.



HERITAGE AND PRESERVATION

PEOPLE AND ORGANIZATIONS INVOLVED IN MUSEUMS, ANTIQUES, LIBRARIES AND ARCHIVING.

I FEEL LUCKY THAT I NOW GET TO WORK IN THE ARTS FULL-TIME. I EVEN HAVE MY OWN STUDIO TO FOCUS ON MY WORK! I STARTED TO WONDER HOW OTHER CREATIVE PEOPLE FIND JOBS THAT MAKE THEM HAPPY.



THROUGH RESEARCH DONE BY THE **UPSTATE ALLIANCE FOR THE CREATIVE ECONOMY**, I DISCOVERED THERE ARE 30,000 CREATIVE JOBS IN THE CAPITAL REGION!

RESEARCH STATION

I WANTED TO KNOW WHAT KINDS OF PEOPLE WORKED IN CREATIVE INDUSTRIES. SO I STARTED A PROJECT CALLED **CREATIVE EVERY DAY** TO LET CREATIVE PROFESSIONALS SHARE THEIR STORIES...



DRAWING STATION

SO, THAT'S THE STORY OF HOW THIS PROJECT STARTED! NOW, LET'S MEET SOME PEOPLE WHO WORK TO BE **CREATIVE EVERY DAY!**





LET'S PEEK AT THE INDUSTRY OF DESIGN FIRST. A BIG PART OF THIS FIELD IS GRAPHIC DESIGN WHICH IS ABOUT USING VISUAL IMAGERY TO COMMUNICATE COMPLEX IDEAS REALLY QUICKLY.

HEY! I'M CHRISTA FRANZI! I'M NOT EXACTLY AN ARTIST... IN FACT MY JOB IS ECONOMIC RESEARCH! DATA ANALYSIS IS A PART OF MY JOB AND THE CHARTS I MAKE CAN BE HARD TO UNDERSTAND. I STARTED CREATING GRAPHICS TO ENHANCE MY REPORTS.



AT FIRST MY COWORKERS WERE SKEPTICAL. THEY ARE CHARTS AND GRAPHS KINDA PEOPLE.

BUT MY GRAPHICS HELP PEOPLE UNDERSTAND MY ECONOMIC RESEARCH FASTER WHICH GETS THEM ON TRACK TO MAKING THEIR COMMUNITIES BETTER PLACES TO WORK AND PLAY!



I'M CAROLINE CORRIGAN, I REMEMBER MY KINDERGARTEN TEACHER TOLD ME I HAD ADVANCED DRAWING SKILLS AND IT MADE ME FEEL LIKE I HAD A SUPER POWER!



WHEN I QUIT MY FULL-TIME JOB TO BE A FREELANCE GRAPHIC DESIGNER, I FELT A LITTLE NERVOUS.

SOON REALIZED-AS LONG AS I TRUST IN MY SUPER POWER I'LL BE OKAY!



AUDREY BENNETT IS A GRAPHIC ARTS PROFESSOR WHO UNDERSTANDS THAT PICTURES CAN BE A FORM OF LANGUAGE!

RIGHT! HERE'S AN EXAMPLE



"IDEA" "GROW" "GROWING IDEAS"

IT'S IMPORTANT TO UNDERSTAND THAT GRAPHICS CAN BE MORE THAN ART. THEY CAN ALSO BE SYMBOLS AND PLAY IMPORTANT ROLES IN OUR CULTURE.



UNFORTUNATELY, GRAPHIC SYMBOLS ARE NOT A UNIVERSAL LANGUAGE. LIKE WITH WORDS, MEANING CAN GET LOST IN TRANSLATION.



I HAVE GONE AROUND THE WORLD HELPING OTHERS EXPLORE THE MEANINGS BEHIND THE GRAPHIC SYMBOLS THEY USE IN THEIR LIVES.

WHEN WE EXPLORE THE MEANING BEHIND OUR SYMBOLS, WE DISCOVER NEW WAYS TO COMMUNICATE WITH THE REST OF THE WORLD.



THIS IS ALANA SPARROW. SHE'S A CREATIVE DIRECTOR WHO HELPS BUSINESSES CONNECT WITH CUSTOMERS.

TO ME, DESIGN IS ALL ABOUT TAKING AN OLD IDEA AND MAKING IT FRESH AND NEW AGAIN.

I BELIEVE THAT GOOD DESIGN CAN 'RE-EDUCATE' CUSTOMERS. SO, WHEN I WORK WITH A BUSINESS, I HAVE TO BELIEVE IN WHAT THEY WANT TO SAY!



IF YOU WANT TO SHOW OTHERS HOW YOU SEE THE WORLD, YOU MUST FIRST CHOOSE YOUR OWN POINT OF VIEW.

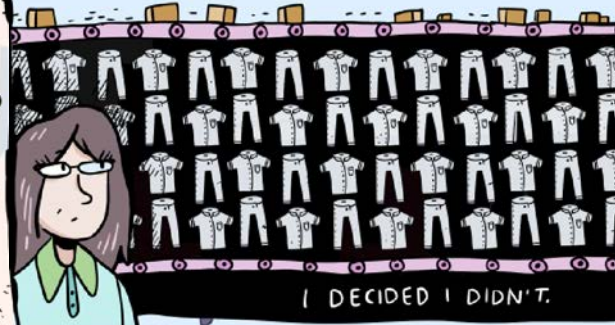


HI!
I'M KATHLEEN TESNAKIS!
I'M A FASHION DESIGNER.
ONE OF THE BIGGEST
INFLUENCES ON MY WORK
WAS A POSTER I SAW
WHILE WALKING DOWN
THE STREET.



DID YOU KNOW?
100%
OF SINGLE USE
CLOTHING IS
CONSIDERED
LANDFILL.

I WAS STUDYING TEXTILE DESIGN IN COLLEGE
AT THE TIME, SO THE MESSAGE REALLY HIT ME.
I WONDERED IF I WANTED TO BE A PART OF
AN INDUSTRY THAT CREATED SO MUCH WASTE.



I DECIDED I DIDN'T.

WHEN I STARTED MY OWN
CLOTHING COMPANY,
I DECIDED TO WORK ONLY
WITH POST-CONSUMER
MATERIALS.



REMIX THE OLD INTO NEW!



I LOVE FASHION BECAUSE OF ITS
POWER OF SELF-EXPRESSION.
MY DESIGNS ARE MY WAY OF
SPEAKING WITH THE WORLD.

BARB NELSON IS AN ARCHITECT
AND COMMUNITY DESIGNER.
HER WORK IS INSPIRED BY
HER CHILDHOOD!



IT'S TRUE!

WHERE I GREW UP, EVEN
THE SMALLEST HOUSES
WERE PAINTED IN BOLD
COLORS AND SURROUNDED
BY BIG GARDENS.

I'VE SPENT MY CAREER
REIMAGINING HOW EVEN
THE SMALLEST BUILDINGS
CAN BE MADE BEAUTIFUL.



SOME DESIGNERS MAKE TWO-DIMENSIONAL DRAWINGS THAT BECOME **3-D** DIMENSIONAL OBJECTS. CHECK OUT WHAT ARCHITECT ERIC DAVENPORT HAS TO SAY ABOUT IT!



I HAVE ALWAYS LIKED CREATING THINGS THAT RESPOND TO THEIR ENVIRONMENT. IN HIGH SCHOOL, I DREW LOTS OF SOLAR-POWERED CARS.

WHEN MY TEAM IS HIRED TO CREATE A NEW BUILDING, WE STUDY THE LOCATION, CLIMATE INSPIRES OUR DESIGN CHOICES.



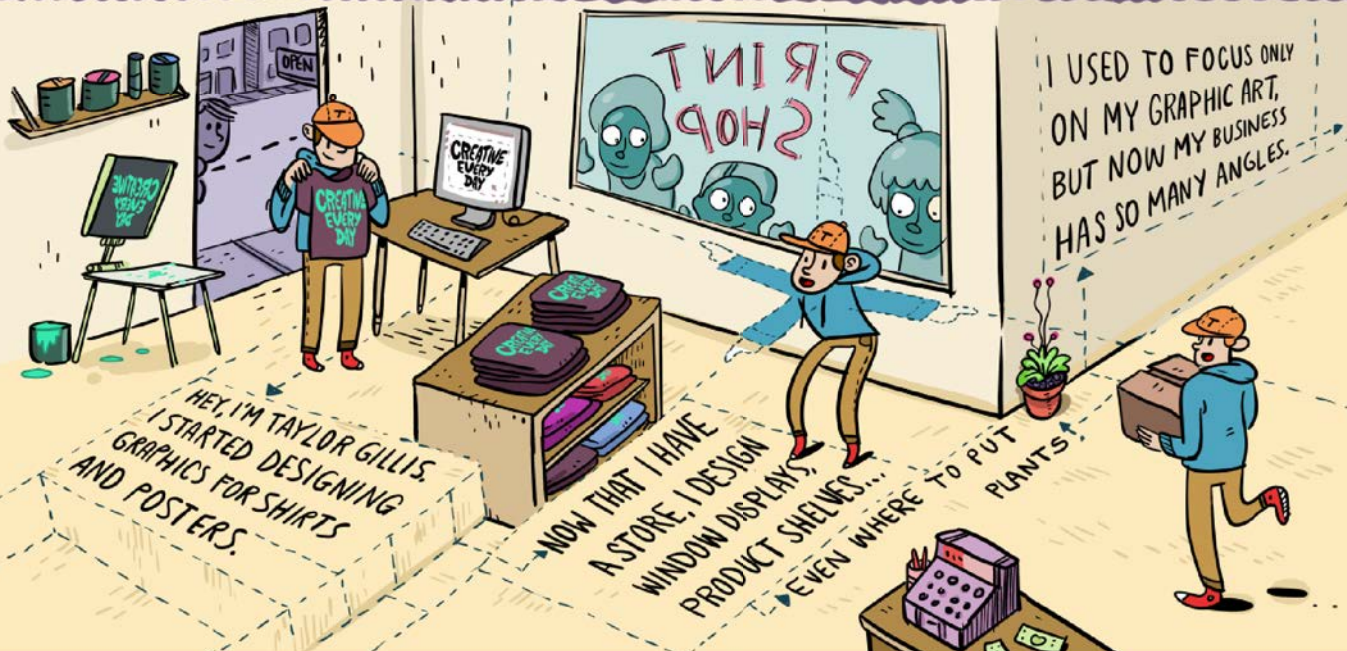
HEY, ERIC! NICE BUILDING! YOU WOULDN'T GUESS IT, BUT I WORK IN 3-D TOO.

HUH? I THOUGHT YOU WERE A GRAPHIC DESIGNER, TAYLOR!



BEING AN ARCHITECT IS A LOT OF RESPONSIBILITY. WE WORK LOOONG HOURS, SOMETIMES FOR LITTLE PAY, UNDER TIGHT BUDGETS, AND DEADLINES.

BUT WE LOVE OUR JOBS! A HAPPY WORKING ENVIRONMENT INSPIRES CREATIVITY, AND THAT **SHINES** THROUGH IN EVERY BUILDING WE MAKE.



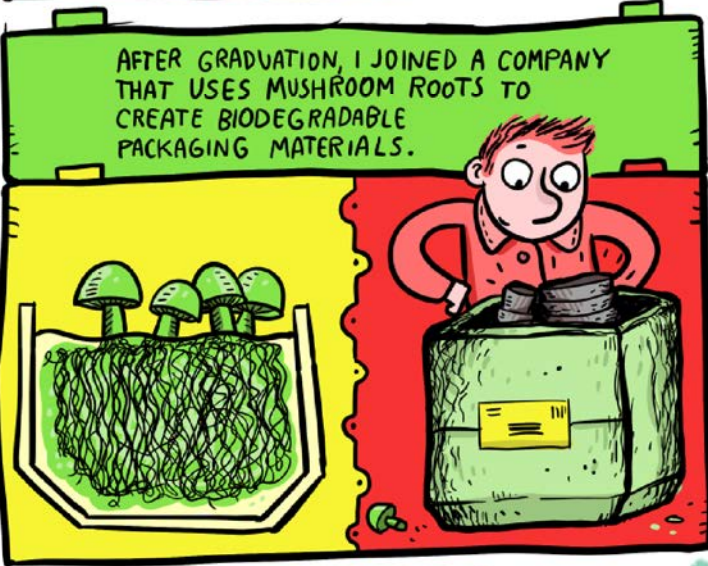
LIKE MANY KIDS, SAM HARRINGTON STARTED CREATING WITH LEGO® BRICKS.



MY CREATIVE EXPERIMENTS LED ME TO STUDY ENGINEERING IN COLLEGE. I WANTED TO LEARN TO MAKE THINGS FROM UNUSUAL MATERIALS.



AFTER GRADUATION, I JOINED A COMPANY THAT USES MUSHROOM ROOTS TO CREATE BIODEGRADABLE PACKAGING MATERIALS.



AFTER EIGHT YEARS, I'M OFF ON A NEW ADVENTURE! I'M HEADED TO DENMARK TO CREATE SUSTAINABLE PACKAGING FOR LEGO!



COLIE COLLEN IS A FLORAL DESIGNER! HER WORK CAN GET A LITTLE MESSY...



MY INSPIRATION COMES FROM NATURE - THE SUN, WIND, RAIN, BUGS, AND BIRDS. I LIKE THE IDEA OF PULLING THINGS OUT FROM THE DIRT, AND MAKING SOMETHING SPECIAL.

NOW LET'S HEAR FROM PEOPLE WORKING IN THE MEDIA. THIS INDUSTRY UTILIZES TECH TO SHARE CONTENT AND INFORMATION WITH AUDIENCES BOTH LOCALLY AND WORLDWIDE.

MEDIA IS A BIG INDUSTRY, BUT EVERYONE IN IT STARTED OFF SMALL...

MY FIRST COMPUTER PROJECT WAS A DIGITAL DRAWING OF A PELICAN. I SPENT COUNTLESS HOURS TRYING TO GET IT RIGHT.



IT ALL STARTED WITH A LITTLE PELICAN.

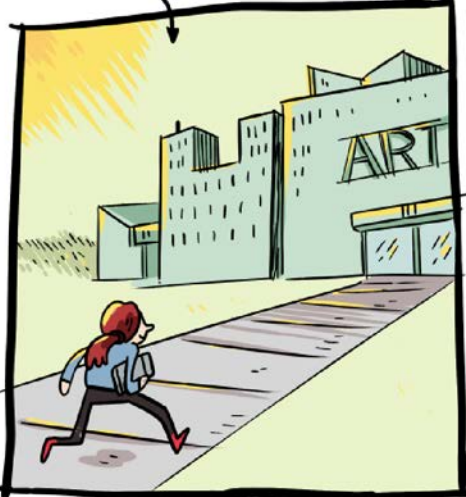


ANNMARIE LANESEY

I FOLLOWED MY LOVE OF DIGITAL DESIGN TO COLLEGE

I WAS A GOOD STUDENT AND WHEN I GRADUATED IN THE SPRING OF 2000, I EXPECTED TO BECOME A PROFESSOR OF THE ARTS.

THE FALL OF 2001 HELD UNEXPECTED CHANGES FOR MANY PEOPLE AND I FOUND MY LIFE GOING DOWN A DIFFERENT PATH.



I JOINED A CREATIVE TEAM THAT WAS TASKED WITH CREATING GRAPHICS THAT SHOWED THE SCIENCE BEHIND THE COLLAPSE OF THE WORLD TRADE TOWERS.



NOW, I RUN MY OWN SOFTWARE COMPANY CREATING APPS THAT HELP PEOPLE CONNECT WITH IMPORTANT INFORMATION.





THIS IS DAN ROSE, HE WORKS IN WEB BASED MEDIA. HEY DAN!

THE WEB IS A GREAT PLACE TO EXPERIMENT WITH ALL KINDS OF MEDIA BECAUSE IT IS SUCH A YOUNG INDUSTRY, IT'S BARELY IN ITS TWENTIES!

IT'S GOOD TO PLAY BUT WHEN I NEED TO FINISH A PROJECT, I REQUIRE A BIT MORE STRUCTURE.

JAMEY STEVENSON KNOWS THAT VIDEO GAMES ARE A MEDIUM THAT INSPIRES LOTS OF YOUNG CREATIVES.

YUP!



WHEN I WAS YOUNG, MAKING VIDEO GAMES SEEMED SO MYSTERIOUS. I IMAGINED THAT THEY WERE CREATED BY COMPUTER WIZARDS IN FAR-OFF LANDS.



I TOOK A CODING CLASS IN SCHOOL TO SEE IF I COULD MAKE A GAME. IT WAS HARD, BUT THE FIRST TIME MY GAME WORKED, I WAS HOOKED!



I WAS SO EXCITED TO FIND OUT THAT ANYONE CAN MAKE GAMES, SO, I STARTED MY OWN GAME SPACE TO SPREAD THE MESSAGE.



GAME DESIGN IS LESS MYSTERIOUS TO ME NOW, BUT I STILL FEEL THE MAGIC WHEN I WATCH SOMEONE MAKE THEIR FIRST GAME.

HEY! I'M MIKE FEURSTEIN!
I'M A FILMMAKER!
CREATIVITY PLAYS
A BIG ROLE BEHIND THE
SCENES OF FILM MAKING
AND ALL THE OTHER
CREATIVE INDUSTRIES!



SOMETIMES YOU HAVE TO STRETCH, A
DOLLAR TO FINISH A
PROJECT ON BUDGET...



WHICH INSPIRES US ALL TO
INNOVATE NEW WAYS
TO REACH OUR
AUDIENCE!



BHAWIN SUCHAK PUTS A LOT INTO HIS
FILM PROJECTS AND HE DOES THE
SAME FOR OTHERS!



FILMS OFFER A GLIMPSE INTO
EXPERIENCES, EMOTIONS, AND
LIFESTYLES MANY OF US WOULD
NEVER ENCOUNTER.



MAKING A FILM IS EXPENSIVE,
BUT I AM ABLE TO SUPPORT MY
PROJECTS BY USING MY SKILLS TO
HELP OTHER FILMMAKERS!



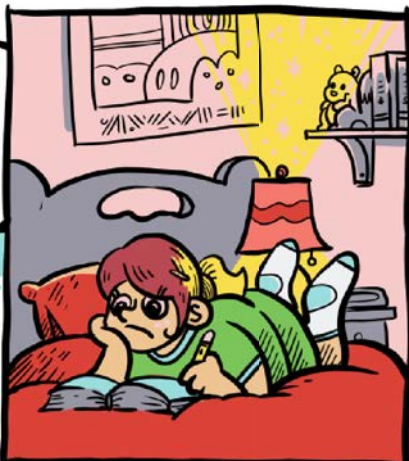
I LOVE BEING BEHIND A CAMERA.
IT'S A THRILL TO BE PRESENT IN
THE MOMENT, TRYING TO CAPTURE
THAT PERFECT SHOT.



I HELP YOUNG FILMMAKERS GET
THEIR FILMS MADE TOO. IF YOU'RE
ONLY WATCHING FILMS... YOU'RE
MISSING HALF OF THE EXPERIENCE.



WRITERS TELL STORIES ABOUT MANY DIFFERENT KINDS OF THINGS. THIS IS HEATHER SCHWARTZ'S STORY ABOUT FINDING THE KIND OF STORIES SHE WANTS TO TELL!



AS A KID I STARTED A JOURNAL TO SHARE MY VIEW OF THE WORLD. BUT MY VIEW WAS BORING! I WAS A NORMAL KID, I HAD NO GOOD STORIES TO TELL.



IT SEEMED LIKE WRITERS HAD TO MAKE UP THINGS TO TELL A STORY. I DIDN'T HAVE ANY IDEAS, SO, FOR A LONG TIME, I STOPPED WRITING.



IN HIGH SCHOOL, I WAS ASSIGNED TO WRITE AN ESSAY ON HISTORY. THE CHALLENGE OF WRITING ABOUT REAL EVENTS WAS FUN FOR ME.



I'VE WRITTEN BOOKS ABOUT SCIENCE, SPORTS, CELEBRITIES, "REAL THINGS!" THROUGH WRITING I GET TO SHARE HOW EXCITING THE WORLD CAN BE.

WILLIAM ROOK WRITES ABOUT FANTASTICAL PLACES! BUT IN REALITY...

I START EACH DAY WITH THREE RITUALS.



... I START WORK BY READING MY WRITING FROM THE DAY BEFORE. USUALLY, I'M NOT IMPRESSED.



THIS IS A GOOD THING! I'M INSPIRED TO BE A BETTER WRITER THAN I WAS THE DAY BEFORE.



WORKING AT WRITING IS THE STORY OF MY LIFE. AND IT'S A STORY I REALLY ENJOY.





MICHAEL OATMAN, ARTIST AND PROFESSOR

ONE EARLY MORNING I WAS DRIVING TO MY STUDIO. I LOOKED OUT THE CAR WINDOW AT THE WATERFALL THAT FLOWED THROUGH A CRACK IN THE DAM, AS I DID EVERYDAY.

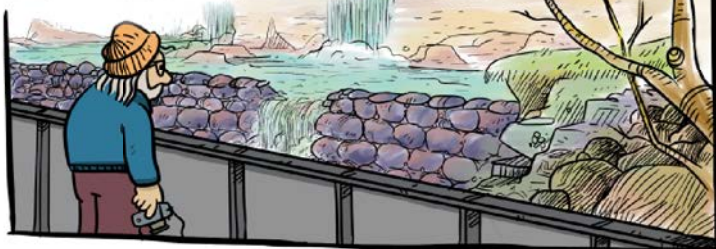


THAT MORNING I SAW A ROWBOAT JAMMED IN THE CRACK, THE RUSHING WATER PUSHING THE LITTLE BOAT UP UNTIL IT WAS STANDING ON ITS NOSE.

I QUICKLY PULLED OVER AND REACHED IN THE BACKSEAT FOR MY CAMERA. BY THE TIME I TURNED BACK... IT WAS GONE.



MY WORK IS ABOUT ENCOUNTERING THE UNEXPECTED. WHEN I COME ACROSS SOMETHING, I LOOK AROUND AND WONDER - IS THIS MOMENT JUST FOR ME? WHAT DO I DO WITH IT NOW?



THE INDUSTRY OF VISUAL ARTS INCLUDES PAINTING, PHOTOGRAPHY, SCULPTURE, JEWELRY, AND OTHER WORK YOU MIGHT SEE DECORATING A HOME OR IN A GALLERY OR MUSEUM.



TONY IADICICCO
GALLERY OWNER

IN MY GALLERY I SHOW WORK FROM MANY DIFFERENT ARTISTS. STILL, THEY ALL HAVE ONE THING IN COMMON...



A DESIRE TO SHARE THEIR EXPERIENCES WITH THE WORLD AROUND THEM.

KAREN SCHUPACK
ARTIST SPACE OWNER

TO OPEN THE ART ROOM, MY FAMILY AND I HAD TO COMMIT FINANCIALLY AND EMOTIONALLY. IT'S RISKY BUSINESS! BUT I BELIEVED OUR CITY NEEDED A CREATIVE SPACE LIKE OURS.



ONE DAY I REALIZED THERE WERE PEOPLE SPEAKING SIX DIFFERENT LANGUAGES IN OUR LITTLE SPACE. THAT WAS WHEN I KNEW WE WERE SUCCESSFUL - WE HAD MADE A SPACE FOR ANYONE TO ENJOY.



JOY TING IS A PROFESSIONAL DOODLER!



I GREW UP IN THE PHILIPPINES WATCHING ANIME AND DOODLING ALL OVER EVERYTHING. YOU SHOULD HAVE SEEN MY SCHOOL WORK!

NO ONE TOOK MY DRAWINGS SERIOUSLY, EVERYONE HOPED I WOULD TAKE AN INTEREST IN NURSING OR TEACHING, BUT I REFUSED TO GIVE UP MY ART.



I WORK AT A LIBRARY FOR MY DAY JOB, AND HAVE TWO LITTLE BOYS, IT'S USUALLY LATE AT NIGHT WHEN I FINALLY GET TO FOCUS ON MY ARTWORK.



WHEN I SEE MY COLORING BOOKS IN STORES, I'M PROUD TO KNOW MY LATE NIGHT ART HELPS OTHERS FIND THE JOY OF DOODLING.

AS CEO OF A COMMUNITY ARTS CENTER, ELIZABETH REISS UNDERSTANDS BOTH THE BUSINESS SIDE AND PLAYFUL SIDE OF CREATIVITY.



I WAS INTRODUCED TO ART BY MY UNCLE. HE WAS A TEACHER AND ARTIST WITH ECCENTRIC IDEAS. HE TOOK HIS WORK VERY SERIOUSLY.

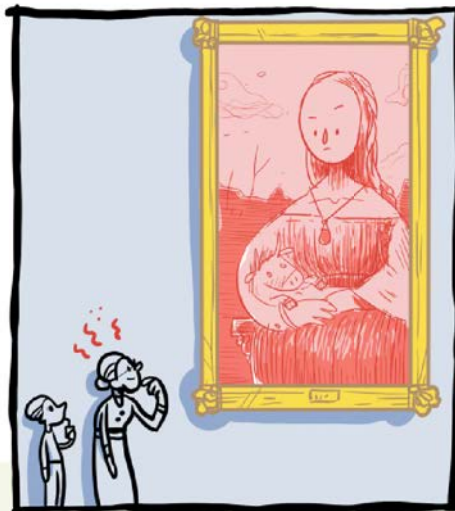


NOW THAT HE'S GONE, I KEEP ONE OF HIS PAINTINGS IN MY OFFICE. IT REMINDS ME OF THE TIME WE SPENT TOGETHER.



MY JOB IS TO GIVE OTHERS A CHANCE TO TAKE THEIR ECCENTRIC IDEAS SERIOUSLY.

LIKE MOST OF US, ADAM CRESKO GREW UP WITH A NARROW VIEW OF THE POSSIBILITIES OF THE WORLD OF ARTS AND CRAFTS.



I USED TO THINK ALL ART BELONGED IN A MUSEUM, AND ALL ARTISTS WERE PEOPLE WHO LIVED LONG AGO. MAKING ART SEEMED SO OLD-FASHIONED.



AFTER SCHOOL, I LIKED TO SIT AND CARVE MONSTERS FROM WOOD. TO ME, MY CARVING DIDN'T SEEM LIKE ART, BUT I LIKED GETTING BETTER AT IT.



A FRIEND GAVE ME A GIFT OF A VINTAGE SHAVING RAZOR. ITS HANDLE WAS BROKEN, SO I GOT MY TOOLS AND FIXED IT UP. IT LOOKED SO COOL!



THE FIRST TIME SOMEONE BOUGHT ONE OF MY HAND-CRAFTED SHAVING RAZORS, I REALIZED THAT BEING AN ARTIST WASN'T SO OLD FASHIONED.



WITH ALL OF THE MASS PRODUCED THINGS AROUND US, HAND-CRAFTED WORK CAN SEEM VERY SPECIAL. STEPHANIE MEANS USES HER CRAFT TO SHOW OFF HER TRUE COLORS!

oops!



I TAKE OLD FURNITURE AND GIVE IT NEW LIFE! IT'S A LOT OF SCRAPING AND PAINTING...

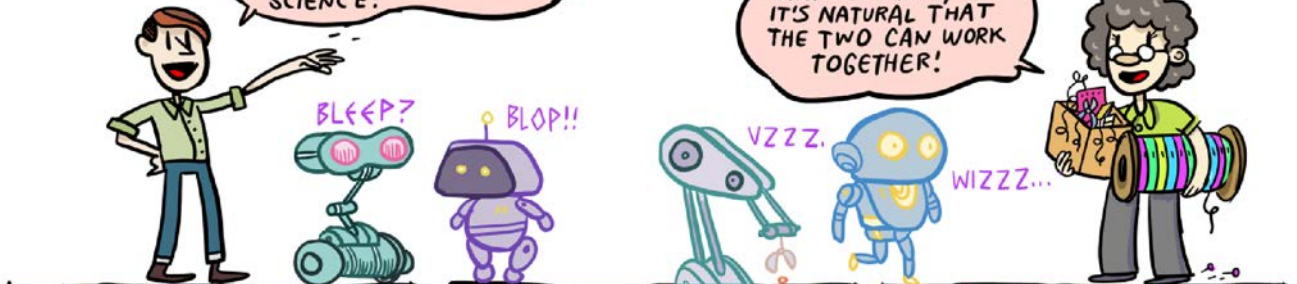
...AND NOT ALL MY PROJECTS FEEL CREATIVE, BUT IT BEATS MY OLD JOB AS A PROPERTY MANAGER. THAT WASN'T ME...

...I'M A LADY WITH UNRULY CURLY HAIR, PAINT ON MY PANTS AND A STUDIO OF MY VERY OWN. IF I CAN BE MYSELF AT WORK, I CALL THAT A GOOD DAY.



KATHY CECERI USES ARTS AND CRAFTS TO TEACH SCIENCE!

THAT'S RIGHT! BOTH ARTISTS AND SCIENTISTS HAVE CREATIVE MINDS, SO IT'S NATURAL THAT THE TWO CAN WORK TOGETHER!



MY VERY FIRST CRAFT PROJECT WAS AN AMUSEMENT PARK MADE OF RECYCLED OBJECTS. SOON MY ROOM EXPLODED INTO A CRAFTY CITY!

THE GOAL OF ANY GOOD PROJECT IS TO CREATE SOMETHING THAT USES SIMPLE MATERIALS, IS FUN TO BUILD, AND REALLY WORKS.

I KNOW I'VE SUCCEEDED WHEN I SEE KIDS USE MY IDEAS AS A STARTING POINT TO BUILD SOMETHING AMAZING AND UNIQUE.

HEY, LAURIE BERUBE! WHAT'S WITH THE ANIMALS? I THOUGHT YOU WERE A JEWELER?

I AM! I'LL EXPLAIN...



MANY CREATIVE PEOPLE HAVE UNCONVENTIONAL LIFESTYLES THAT ALLOW THEM TO BE READY TO WORK WHEN INSPIRATION HITS!

TO AFFORD MYSELF THE FREEDOM TO CREATE, I HAVE LEARNED TO LIVE SIMPLY - I RAISE AND GROW MY OWN FOOD!

I KNOW, IT SEEMS CRAZY, BUT WHEN YOU DISCOVER A CRAFT YOU ARE PASSIONATE ABOUT, YOU'LL BE READY TO WORK FOR IT.

THE PERFORMING ARTS INDUSTRY IS MADE UP OF PEOPLE WITH A LOVE FOR SINGING, DANCING, ACTING, MUSIC AND THEATER.

JORDAN TAYLOR HILL HAS TRAVELED THE WORLD WITH HIS PASSION FOR RHYTHM!

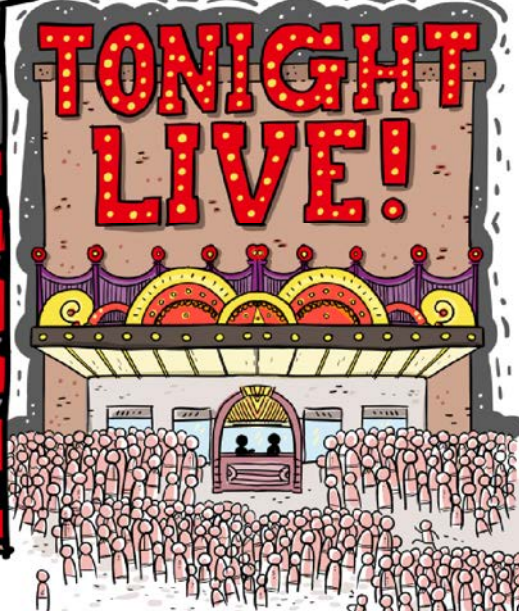
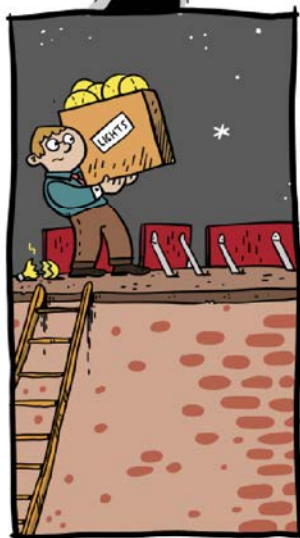
YEAH, I DO TRAVEL, BUT IT ALL STARTED AT HOME! AS KIDS MY FRIENDS AND I WOULD FREESTYLE TO/FROM SCHOOL.

THERE'S NOTHING LIKE MAKING MUSIC WITH FRIENDS, FAMILY, STRANGERS, WHOEVER!

NO MATTER WHO YOU ARE OR WHERE YOU'RE FROM, IN THAT MOMENT OF CREATION WE ARE ALL IN IT TOGETHER!



THERE ARE MANY PEOPLE BEHIND THE SCENES IN THIS INDUSTRY AND ALL OF THEM ARE CREATIVE IN THEIR OWN WAY. LIKE JIM MURPHY! HE'S A DIRECTOR... A DIRECTOR OF MARKETING!



I'M NOT A MUSICIAN OR AN ACTOR BUT I'M A BIG PART OF THE THEATER.

MY JOB IS TO USE WORDS AND PICTURES TO BRING HUNDREDS OF THOUSANDS OF PEOPLE OUT TO SEE PERFORMANCES.

IT'S NOT A SHOW IF ~~THE~~ THERE IS NO ONE WATCHING!

MY NAME IS TAINA ASILI. AS A SONGWRITER, MY INSPIRATIONS COME FROM LOTS OF KINDS OF MUSIC!



MY LOVE OF MUSIC CAME FROM LISTENING TO LATINO RADIO WITH MY DAD. HE SHARED HIS LOVE OF SINGING AND PERFORMANCE WITH ME.



I FOUND MY VOICE WHILE STUDYING WITH AN OPERA SINGER. OPERA IS BEAUTIFUL, BUT IT WASN'T QUITE ME.



I FOUND MY REBELLIOUS SPIRIT WHEN I JOINED A PUNK BAND. PUNK IS EXCITING, BUT, LIKE OPERA, IT WASN'T ME.



MY INSPIRATIONS ARE WHAT MADE ME THE MUSICIAN I AM NOW. WHEN I'M ONSTAGE SHARING MY SONGS, I HOPE THE CROWD FINDS INSPIRATION IN ME.



JAZZ MUSIC HAS ALWAYS BEEN A PART OF MY FAMILY AND I STARTED PLAYING AT A YOUNG AGE.

AS A GOOD HORN PLAYER, THERE ARE MANY OPPORTUNITIES FOR ME TO FIND WORK.

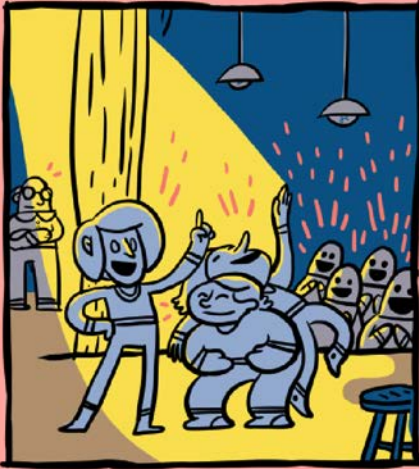
I CAN ADAPT TO ALL KINDS OF MUSIC- FUNK, LATIN, ROCK, POP, WHATEVER!

I FOUND MY WAY AS A MUSICIAN BY JOINING IN WITH OTHERS ON THEIR OWN MUSICAL JOURNEYS.

I STARTED COLLEGE BELIEVING I WAS GOING TO BECOME AN ACTOR. BUT MY TEACHERS ALL AGREED ON ONE THING: I WAS NOT A GOOD ACTOR!



THIS TIME, I WAS RIGHT! IT STARTED WITH THE YOUTH THEATRE, BUT BEFORE LONG, I WAS RUNNING MY OWN IMPROV THEATRE COMPANY.



...AND THE AWARD FOR WEIRDEST JOB IN THE CREATIVE ECONOMY GOES TO... CASEY POLOMAINE!

HA! LET ME EXPLAIN...



I WORK PART-TIME AS A 'STANDARDIZED PATIENT.'

(AN ACTOR WHO PLAYS THE ROLE OF A PATIENT FOR DOCTORS IN TRAINING)



SOME DAYS I HAVE A BROKEN ARM!
SOME DAYS I HAVE A CONCUSSION!
SOME DAYS I HAVE THE FLU!

IT JUST GOES TO SHOW - THERE ARE MANY WAYS TO PUT YOUR CREATIVITY TO USE!



ONE DAY, DURING MY LUNCH BREAK, I SAW AN AD FOR A 'DIRECTOR OF YOUTH THEATRE.' DIRECTING COULD BE SOMETHING I WAS GOOD AT...

SO, I GOT A JOB IN REAL ESTATE.

UM... MICHAEL? THIS IS SUPPOSED TO BE A STORY ABOUT WORKING IN THE ARTS!

I KNOW, I'M GETTING THERE!

MICHAEL BURNS!

NOW I GET TO TEACH, DIRECT, AND PRODUCE FOR A LIVING. I MAY NOT BE A GOOD ACTOR, BUT I CAN STILL PUT ON A GREAT PERFORMANCE.



HAHA, NICE! I WAS WORRIED FOR A MINUTE.

HEY, I'M IN IMPROV THEATRE! MY STORIES ARE GOING TO HAVE TWISTS AND TURNS. HERE, HAVE A FLOWER!

AW! THANKS!



HERE'S NADINE MEDINA!
SHE OWNS A DANCE STUDIO
WHERE YOU CAN LEARN
TAP, BALLET, HIP-HOP,
AND OTHER COOL MOVES.

LOTS OF PEOPLE CHANGE THEMSELVES TO FIT
THE WORLD, INSTEAD OF SHOWING THE WORLD
WHO THEY REALLY ARE. I UNDERSTAND WHY:
IT'S RISKY TO BE HONEST!

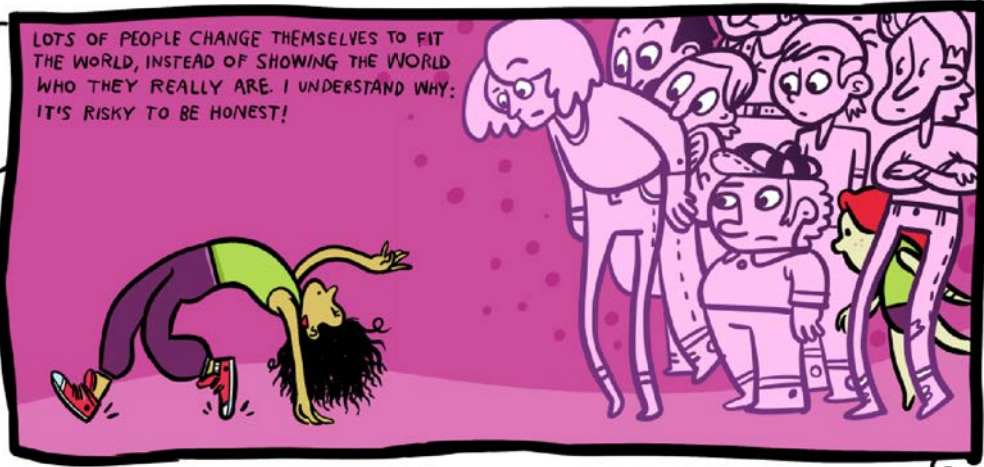


I'M ALSO AN
ENGINEER AND
A JEWELER!



WHOA! HOW
DO YOU DO IT?!

WITH HELP FROM
FRIENDS AND
FAMILY AND
VERY LITTLE
SLEEP!



WHEN YOU RISK HONESTY, YOU DRAW OUT
PEOPLE WHO SHARE YOUR PASSIONS.
I TOOK A CHANCE TO BE HONEST.



I DON'T REGRET IT! ©



HI!
I'M WANDA FISCHER!
I'M A DJ NOW BUT I
MADE MY...



UGH!
STOP!

I'M NOT
THAT KIND
OF DJ, IRA!

MY BEAUTIFUL
RECORDS!



AH!
SORRY!

SCRATCH!



I MADE MY SINGING DEBUT STANDING
ON A PICNIC TABLE AT A FAMILY REUNION.
I WAS FOUR YEARS OLD, PERFORMING A
SONG I DIDN'T KNOW ALL THE WORDS TO.



I WANTED TO PERFORM IN PLAYS. BUT I'M
OVERWEIGHT, AND I LOST MANY
AUDITIONS TO SKINNER PERFORMERS.
REJECTION IS HARD, BUT MUSIC KEPT ME HAPPY.



I WANTED TO SHARE MY LOVE OF
MUSIC WITH OTHERS, SO I STARTED MY
OWN RADIO SHOW. IF A LISTENER IS
FEELING DOWN, I PICK A SONG TO HELP.

SUDHARSANA SRINIVASAN,
YOU OPENED A SCHOOL THAT
TEACHES TRADITIONAL
INDIAN DANCE AND MUSIC!

I DID! I COULDN'T
STAND TO SEE
THEM LOST
TO HISTORY.



MY PARENTS INTRODUCED ME TO
MANY TRADITIONAL ART FORMS FROM
INDIA, LIKE CARNATIC MUSIC AND
BHARATANATYAM DANCE.

I LOVED THEM ALL! BUT AS I GOT
OLDER, I HAD TO FOCUS ON MY
ACADEMICS. I WAS A GOOD STUDENT
AND BECAME A SOFTWARE ENGINEER.

I LIKED MY WORK BUT I STILL
HAD A LOVE FOR THE ARTS.
I FELT LIKE I WAS
SPLIT IN TWO.



AND NOW I
FEEL WHOLE.



NOELLE GENTILE IS
ANOTHER WHO FOUND
HERSELF THROUGH THE
PERFORMING ARTS.

SHH!



IN MY MID-TWENTIES I WENT THROUGH
A VERY DIFFICULT EXPERIENCE. TO
RECOVER I DECIDED TO MAKE A
FILM ABOUT IT.

WHEN IT WAS FINISHED,
I UNDERSTOOD THE
POWER OF CREATIVITY.



WE CAN USE CREATIVE PROJECTS
TO HAVE CONVERSATIONS WITH
OURSELVES AND OTHERS.

MY JOB IS TO TEACH OTHERS HOW TO
DISCUSS ISSUES IGNORED BY THE
MAINSTREAM MEDIA, LIKE ISSUES
OF SOCIAL INJUSTICE.



WE ALL BEGIN OUR CREATIVE JOURNEYS
ALONE. IT'S WHEN WE FIND OTHERS TO
SHARE OUR WORK WITH THAT WHAT WE
DO BEGINS TO FEEL MEANINGFUL.



MY NAME IS KEN MARK, I'VE BUILT STAGES, POINTED LIGHTS, MADE PROPS AND PAINTED SETS. YOU COULD SAY I SPEND A LOT OF TIME IN IMAGINARY PLACES.

I BELIEVE IN CREATIVE KARMA. THAT MEANS EVERYTHING YOU LEARN CAN COME BACK TO HELP YOU IN NEW WAYS.

THESE DAYS I'M IN SALES AT A CUSTOM FABRICATION STUDIO. I USE ALL MY SKILLS TO HELP CUSTOMERS MAKE THEIR OWN IMAGINARY WORLDS.

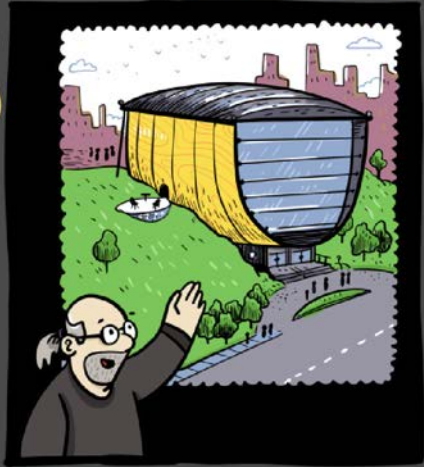


IT'S AMAZING TO SEE WHAT HAPPENS WHEN YOU GIVE AN ARTIST THE RESOURCES TO TRY NEW THINGS!

I'D LOVE TO! THIS IS JOHANNES GOEBEL, HE DREAMED UP A BUILDING FOR THE ARTS THAT IS UNLIKE ANYTHING ANYONE HAD MADE BEFORE. IT'S CALLED EMPAC.*

YOU SHOULD COME SEE MY BUILDING, IRA.

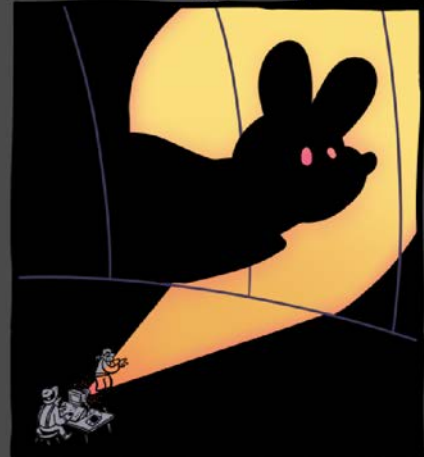
LET'S CHECK IT OUT!



WE HAVE VERY QUIET ROOMS TO MAKE LOUD AND SOFT SOUNDS IN. WE HAVE VERY BIG ROOMS WITH WIRES THAT LET DANCERS FLY OVER THE AUDIENCE.

ARTISTS, SCIENTISTS AND ENGINEERS WORK IN OUR ROOMS TO PERFORM, CONDUCT RESEARCH AND EXPLORE WAYS TO BE CREATIVE WITH TECHNOLOGY.

EMPAC WAS A BIG IDEA THAT TOOK MANY CREATIVE PEOPLE TO BRING TO LIFE. THANKS TO THEM, WE HAVE A PLACE TO EXPLORE NEW IDEAS OF ALL SHAPES AND SIZES.



THE INDUSTRY OF HERITAGE AND PRESERVATION IS TASKED WITH ARCHIVING AND PROTECTING OUR CREATIVE CULTURE. THIS IS ALLISON MUNSELL NAPIERSKI, SHE WORKS IN A HISTORY MUSEUM DIGITIZING IMAGES LIKE PAINTING AND MAPS.



MY JOB IS TO MAKE THE PAST ACCESSIBLE TO FUTURE GENERATIONS...



...TO HELP THEM UNDERSTAND HOW HISTORIC FIGURES VIEWED THE WORLD.



BY SEEING THE IDEAS THAT DEFINED OUR PAST...

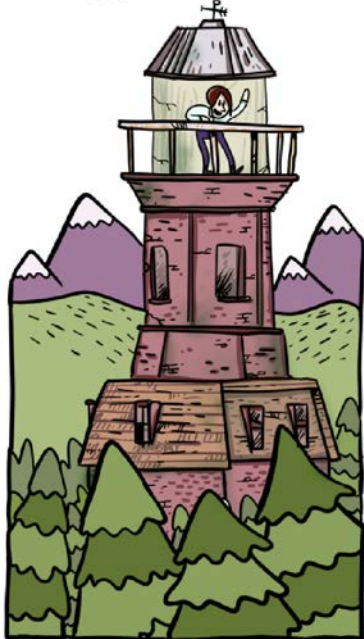


WE ARE INSPIRED TO DEFINE OUR FUTURE!

HEY! HÉY! I'M UP HERE!!
I'M STEFANIE NOBLE! I'M PART OF AN ORGANIZATION DEDICATED TO RESTORING HISTORICAL SITES IN THE ADIRONDACK MOUNTAINS.

WE ARE A MIX OF LAWYERS, FINANCIAL ADVISORS, COMMUNICATORS, AND DESIGNERS (LIKE ME!) WORKING TO SAVE THESE SITES SO THE PUBLIC CAN CONTINUE TO ENJOY THEM.

OUTSIDE OF EVERY CITY ARE BEAUTIFUL STRUCTURES DREAMED UP BY PEOPLE LOOKING FOR INSPIRATION IN THE QUIET SECLUSION OF NATURE...



I WONDER IF THEY WOULD BE GLAD TO KNOW THEY WEREN'T ALONE?



DID YOU HEAR?
SOMEONE IS TURNING
OUR OLD BUILDING
INTO AN EVENT SPACE!

YEAH, HER NAME IS
HEIDI BENJAMIN.
I HEARD SHE'S
KINDA
LOONY.

SOME LADY NAMED
HEIDI IS FIXIN'
OUR BUILDING!

THIS OLD DUMP?
HA! GOOD LUCK.
IT'S BARELY GOOD
ENOUGH FOR US!

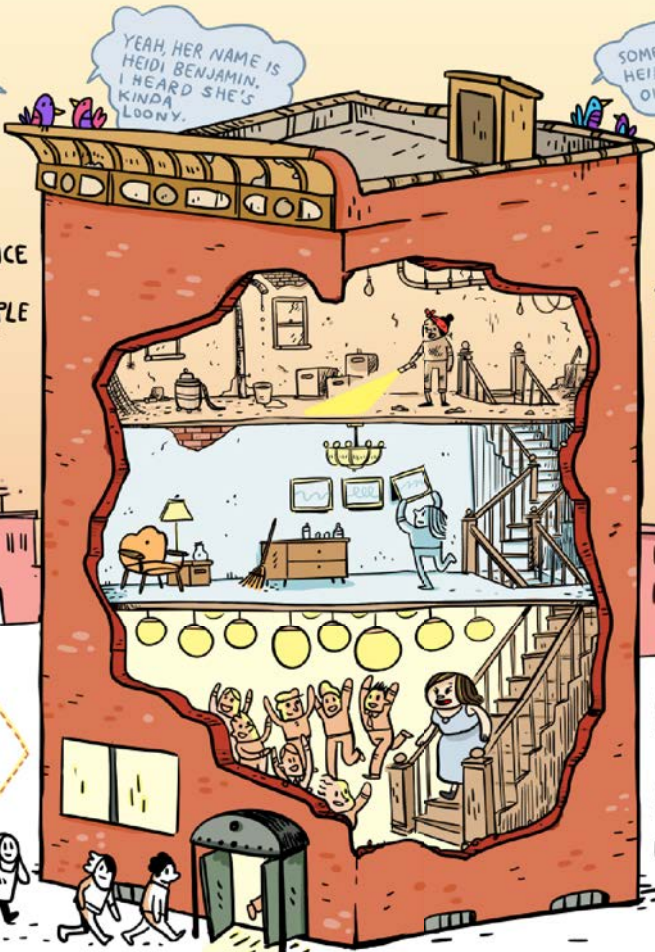
WHEN YOU TAKE A CHANCE
ON A BIG IDEA, REST
ASSURED, LOTS OF PEOPLE
WILL TELL YOU THAT
IT'S GOING
TO FAIL.

THEY'LL MAKE YOU FEEL
ALONE WITH YOUR BIG
CRAZY IDEA.

TRY IT
ANYWAY.

MAYBE MY IDEA WAS
CRAZY. BUT I MADE
IT WORK AND WHEN
I FINALLY OPENED
THE DOORS, I FOUND
I WASN'T ALONE.

WELCOME TO THE
TAKK HOUSE!
A UNIQUE EVENT
VENUE IN TROY, NY.



AMY ROSE STUDIED PAINTING
IN COLLEGE. NOW, SHE
STYLES AND CUTS HAIR!
THE JOB 'HAIR STYLIST'
DOESN'T FIT IN ANY
OF THE CREATIVE
INDUSTRIES. BUT AMY
HAS CERTAINLY MADE AN
ART OUT OF HER WORK!



TO ME, HAIR STYLING AND
ART ARE PERFECT
COMPLEMENTS. TO GET
GOOD RESULTS I GO
THROUGH THE SAME
PROCESS AS AN
AUTHOR, PHOTOGRAPHER,
DANCER, DESIGNER,
PUBLISHER, PROGRAMMER,
SONG WRITER, GARDENER,
PAINTER, MUSICIAN, BAKER,
JEWELRY DESIGNER, AND
BUTTERFLY COLLECTOR.



I GET INSPIRED BY
WHAT I SEE IN THE
WORLD AROUND ME.
WHEN AN IDEA TAKES
SHAPE, I GET TO WORK!
I KEEP SNIPPING
AWAY UNTIL I'VE
CREATED WHAT I
HAD IMAGINED.

WORK IS LIKE HAIRSTYLING;
THERE ARE COUNTLESS WAYS
TO GET CREATIVE WITH IT.



ERIC CARLE IS ONE OF THE MOST FAMOUS PEOPLE WORKING IN THE CREATIVE ECONOMY. HIS CHILDREN'S BOOKS HAVE SOLD MILLIONS OF COPIES ALL OVER THE WORLD.



HIS BOOK, THE VERY HUNGRY CATERPILLAR, WAS THE FIRST BOOK I EVER LOVED. BEFORE I EVEN KNEW HOW TO READ!



SINCE THEN, MR. CARLE HAS BEEN ONE OF MY BIGGEST CREATIVE INSPIRATIONS.



WHEN HE HEARD ABOUT MY PROJECT, HE SAID HE'D LIKE TO BE A PART OF IT.



WHEN I VISITED HIM AT HIS STUDIO, I WAS SO NERVOUS.

WE SAT DOWN TO TALK AND I COULDN'T HELP BUT ASK:

AS A KID, WHAT INSPIRED YOU?



WELL, I WAS BORN IN THE 1920s. AT 6 YEARS OLD, I LEFT UPSTATE NEW YORK...

... AND MOVED TO GERMANY.

WHILE I STUDIED ART, THE WORLD AROUND ME WAS AT WAR.



I BELIEVE CREATIVITY SHINES BRIGHTEST DURING THE DARKEST TIMES.



WE ALL LIVED UNDER THE WATCHFUL EYE OF THE NAZI REGIME, WHO FORBID EXPRESSIONS OF MODERN ART.

BUT I KNEW PAINTERS WHO WORKED IN SECRET, USING ONLY WATERCOLORS AS TO NOT BE BETRAYED BY THE SMELL OF POPULAR OIL PAINTS.

I WAS INSPIRED BY THE RISK THEY TOOK TO BE CREATIVE...

I FOUND WORK AS A COMMERCIAL ARTIST AND SPENT MY DAYS DESIGNING ADS FOR BIG COMPANIES. I WAS LUCKY TO HAVE A GOOD JOB...

... BUT THE CORPORATE ART WORLD WASN'T FOR ME.



... AND I FOLLOWED MY OWN CREATIVE PASSION TO NEW YORK CITY.



I FELT MY TRUE TALENT WAS STILL HIDDEN AWAY.



ONE DAY, AN AUTHOR NAMED BILL MARTIN JR. SAW MY WORK AND ASKED ME TO DESIGN HIS LATEST CHILDREN'S BOOK. I SAID:



I WANTED TO WRITE MY OWN CHILDREN'S BOOK, BUT I WAS STUCK FOR IDEAS.



OUR BOOK 'BROWN BEAR, BROWN BEAR, WHAT DO YOU SEE?' WAS A GIANT SUCCESS!



I WAS SURPRISED TO LEARN THAT IT ALL STARTED WHILE STARING OUT THE TRAIN WINDOW ON HIS COMMUTE TO WORK. THE SOFT, RHYTHMIC 'BUMP-BUMP' OF THE WHEELS ON THE RAILS BEGAN TO SOUND LIKE 'BROWN-BEAR'!

THE SIMPLICITY OF HIS STORY WAS BEAUTIFUL TO ME.



BACK TO A SIMPLER TIME. WHEN I WAS A CHILD, I OFTEN WALKED WITH MY FATHER IN THE WOODS BEHIND OUR HOME IN UPSTATE NEW YORK.

WE WOULD STOP TO WATCH THE CREATURES AROUND US, ALL OF THEM WORKING AWAY ON THEIR OWN CREATIVE PROJECTS.

IT WAS IN THE SIMPLE DETAILS OF NATURE THAT I REDISCOVERED MY INSPIRATION, AND I NEVER FORGOT IT AGAIN.



YOU KNOW, WHEN I STARTED THIS PROJECT, I HAD NO IDEA WHAT IT WOULD BECOME, OR IF IT WOULD BE ANY GOOD! BUT I STARTED ANYWAYS. YOU NEVER KNOW WHERE A CREATIVE JOURNEY WILL GO. THE ONLY THING CERTAIN IS - YOU'RE GOING TO MEET SOME AMAZING PEOPLE ALONG THE WAY.

the end.



MY DOG, DOTTIE!



Bear Teachers and Parents,
HERE ARE SOME WAYS TO INSPIRE KIDS TO BE MORE CREATIVE WITH THEIR SCHOOL WORK. -IRA



INSPIRING CREATIVITY IN THE CLASSROOM

GIVE WORK A PURPOSE

THE PEOPLE IN THESE STORIES SEE POSITIVE VALUE IN THEIR INDUSTRIES. GIVE MEANING TO PROJECTS AND STUDENTS WILL NOT FEEL THE NEED TO ASK 'WHY ARE WE DOING THIS?'

CONNECT SKILLS WITH STUDENTS

ALLOW STUDENTS TO PUT THEIR CURRENT SKILLS TO USE WITH PROJECTS THAT NEED A VARIETY OF DIFFERENT SKILL SETS.

FIND A POINT OF VIEW

ALLOW STUDENTS TO EXPLORE AND RESEARCH A PROJECT'S THEMES ON THEIR OWN. LET THEM FIND A POINT OF VIEW BEFORE THE WORK BEGINS.

MAKE THE OLD NEW AGAIN

A SMALL TWIST ON AN OLD PROJECT CAN INSPIRE A NEW GENERATION OF STUDENTS.

SHARE IT WITH THE WORLD

A GOOD PROJECT IS SOMETHING THAT CAN BE SHARED WITH OTHERS. KNOWING THERE IS AN AUDIENCE WAITING IS A HUGE MOTIVATOR.

HEAR FROM THE PROS

ASK LOCAL CREATIVE PROFESSIONALS TO VISIT YOUR CLASSROOM AND SHARE THEIR STORIES!

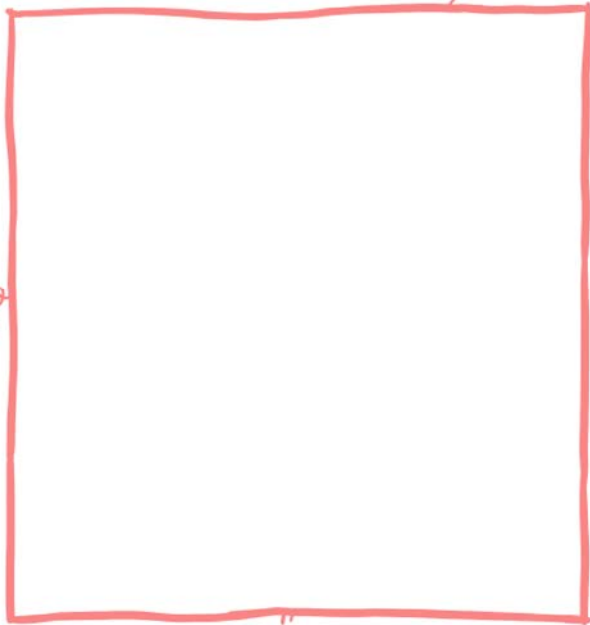
CREATE YOUR OWN COMIC ABOUT SOMEONE IN A CREATIVE INDUSTRY.
ASK A QUESTION FOR EACH PANEL THEN WRITE AND DRAW THE ANSWER!

PANEL ONE: WHAT WAS AN EARLY DISCOVERY OF YOUR CREATIVE SKILLS?

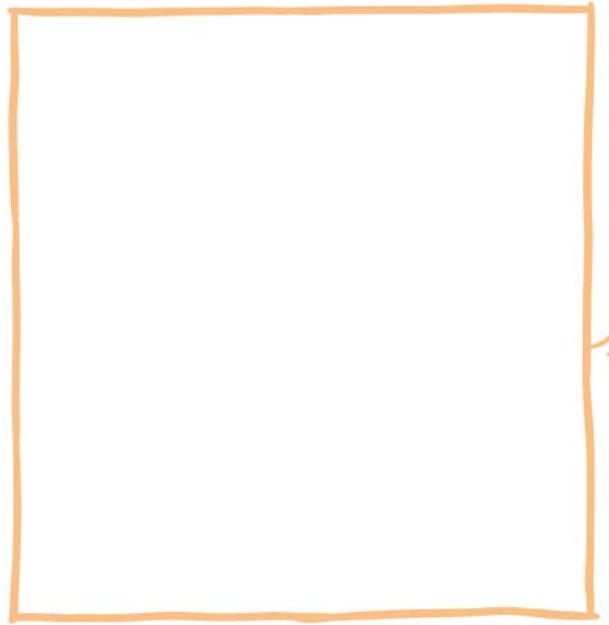
PANEL TWO: HOW DOES CREATIVITY PLAY A ROLE, MAYBE UNEXPECTEDLY, IN YOUR WORK?

PANEL THREE: WHAT IS A COST OF HAVING A CREATIVE JOB?

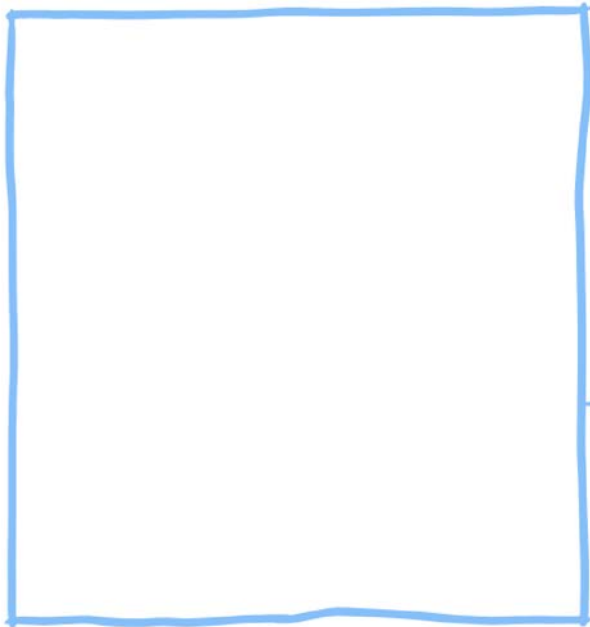
PANEL FOUR: WHAT IS A REWARD OF HAVING A CREATIVE JOB?



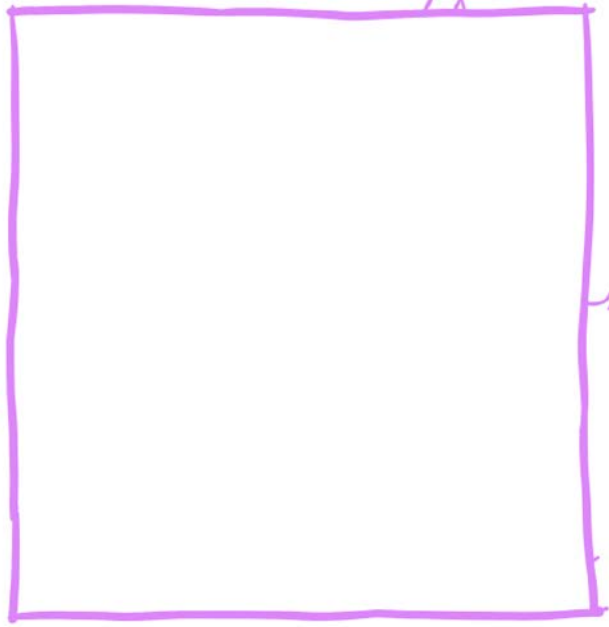
Three horizontal red lines for writing the answer to the question in the panel above.



Three horizontal orange lines for writing the answer to the question in the panel above.



Three horizontal blue lines for writing the answer to the question in the panel above.



Three horizontal purple lines for writing the answer to the question in the panel above.



Design Industry

Ira Marcks - Cartoonist, iramarcks.com Troy, NY
 Christa Franzi - Economic Development Specialist, camoinassociates.com Saratoga Springs, NY
 Caroline Corrigan - Graphic Designer, carolinecorrigan.com Albany, NY
 Audrey Bennett - Professor of Graphics Arts, baohouse.org/audreygbennett Troy, NY
 Alana Sparrow - Creative Director, thefoundrysite.com Cohoes, NY
 Kathleen Tesnakis - Upcycle Fashion Designer, ekologic.com Troy, NY
 Barb Nelson - Architect and Community Design Director, tapinc.org Troy, NY
 Eric Davenport - Architect, leaparchitecture.com Albany, NY
 Taylor Gillis - Small Business Owner and Designer, troyclothandpaper.com Troy, NY
 Sam Harrington - Environmental Packaging Designer, ecovatedesign.com / lego.com Troy, NY
 Colie Collen - Floral Designer, flower-scout.com Troy, NY



Media Industry

Anmarie Lanese - Software Developer and CEO, greanetree.com Troy, NY
 Dan Rose - Interactive and Web Designer, weareadjacent.com Syracuse, NY
 Jamey Stevenson, Game Space Maker, techvalleygamespace.com Troy, NY
 Mike Feurstein - Filmmaker, unmakeabully.com Schenectady, NY
 Bhawin Suchak - Filmmaker, vimeo.com/bhawin Albany, NY
 Heather E Schwartz - Non-Fiction Writer, heathereschwartz.com Burnt Hills, NY
 William Rook - Fiction Writer, equinoxsociety.com Troy, NY



Visual Arts and Crafts Industry

Michael Oatman - Visual Artist, massmoca.org/event/michael-oatman-all-utopias-fell Troy, NY
 Tony Iadicicco - Gallery Director, tonyiadicicco.com Albany, NY
 Karen Schupack - Community Arts Space Maker, Albanyartroom.com Albany, NY
 Joy Ting - Illustrator, hijoyting.com Waterford, NY
 Elizabeth Reiss - CEO, artsceneteronline.org Troy, NY
 Adam Cresko - Restorationist (razor handles), rooseveltgroomingcompany.com Albany, NY
 Stephanie Means - Interior Designer, reimaginestudio.com Glenmont, NY
 Kathy Ceceri - STEAM Educator, craftsforlearning.com Schuylerville, NY
 Laurie Berube - Jeweler, berubebotanicals.com Vermontville, NY
 Amy Rose - Hair Stylist and Gallery Owner, facebook.com/hairbyamyrose518 Troy, NY
 Eric Carle - Children's Book Author and Illustrator, ericcarle.com (originally from) Syracuse, NY



Performing Arts Industry

Jordan Taylor Hill - Musician, jordantaylorhill.com, Albany, NY
 Jim Murphy - Marketing Director, smurphys.wix.com/jim-murphy-portfolio Glens Falls, NY
 Taina Asili - Band Leader and Songwriter, tainasii.com Albany, NY
 Jeff Nania - Saxophonist, facebook.com/jeff.nania Albany, NY
 Michael Burns - Improv Theatre Director, mopco.org Schenectady, NY
 Casey Polomaine - Performing Arts Producer, creativelicenseonline.com Albany, NY
 Nadine Medina - Dance Instructor and Studio Owner, troydancefactory.com Troy, NY
 Wanda Fischer - Radio DJ and Songwriter, wandafischer.com Schenectady, NY
 Sudharsana Srinivasan - Performing Arts Director, ragahashta.weebly.com, Niskayuna, NY
 Noelle Gentile - Social Justice Theatre Artist and Educator, noellegentile.com, Albany, NY
 Ken Mark - Sales and Business Development, adkstudios.com Argyle, NY
 Johannes Goebel - Space Maker, empac.rpi.edu Troy, NY



Heritage and Preservation Industry

Allison Munsell Napierski - Digital Imaging Specialist, albanyinstitute.org, Albany, NY
 Stefanie Noble - Public Relations Board Member, Adirondack Architectural Heritage, aarch.org Keeseville, NY
 Heidi Benjamin - Creative Event Space Maker, takkhouse.com Troy, NY

All of these stories and more can be found at CREATIVEEVERYDAY.US



About the author:
 Ira Marcks is a cartoonist living in Troy, New York.
 Learn more about his artworks and workshops at iramarcks.com



THIS BOOK WAS MADE POSSIBLE BY
 THE WORKFORCE DEVELOPMENT INSTITUTE / WDINY.ORG
 Special thanks to Vickie, Lecco and Fred.

In collaboration with:
 WDI - Victoria Kereszi, Ed Murphy, Michael Kane, Dan Cullen, Lois Johnson, Jennifer Bandremer
 Proctors - Philip Morris, Justin Knudsen, Christine Sheehan
 Adirondack Studios - Thomas Lloyd
 Greane Tree Technology - Anmarie Lanesey
 SAVI - Michael Cusick
 Lecco Morris
 Fred Heitkamp
 Upstate Alliance for The Creative Economy (ACE) - Maureen Sager