

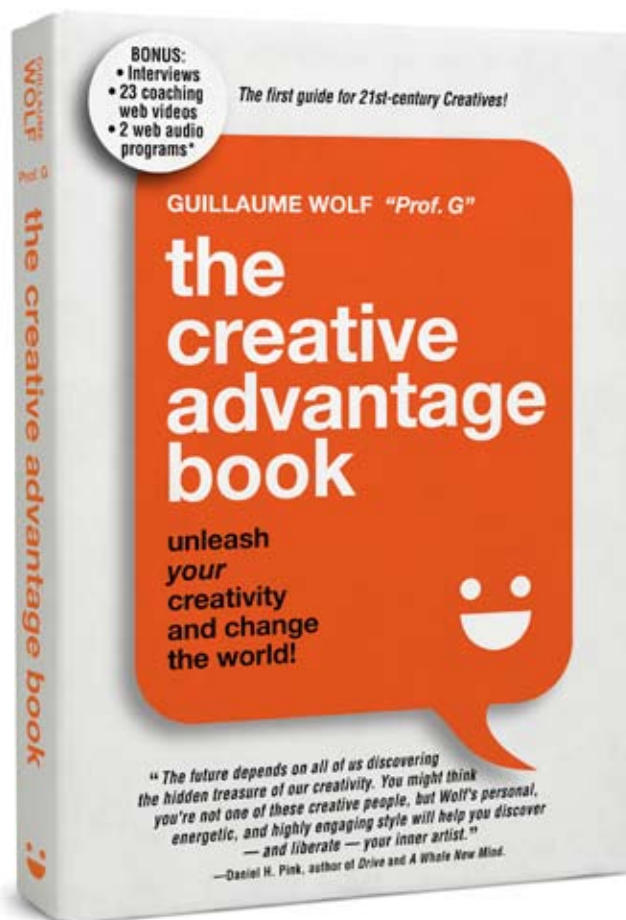
∴ **Luxury Darkly** PR, Los Angeles.

For interview requests, additional info, and high-res images

— please contact Joanne — luxurydarkly@gmail.com

T: (1) 323 447 1473

For immediate release.



Book Description:

The Creative Advantage Book is the first guide for Creatives who want to take their passion to the next level and succeed with their creative project in the 21st-century. *The Creative Advantage Book* is created to encourage you to pursue your creative dream and to make sure that your dream becomes a reality. If you're a graphic designer, a musician, a writer, a photographer, or a performer... or if you're a part of any other creative domain — *The Creative Advantage Book* will help you focus on the deeply hidden structures that make Creatives successful, regardless of the field they're in. By learning these "Creative Blueprints," illustrated with numerous real-life examples, such as: Daft Punk (music), Karl Lagerfeld (fashion), Philippe Starck (design), etc., you will be able to think, feel and act like the best Creatives in the world. In *The Creative Advantage Book* you will learn: • The 3 fundamental rules of creativity. • How to ignite your creative power. • How to effectively handle rejection. • How to break through in your domain. • How to get rid of creative fears for good. • The secret of the most successful Creative in the world... and more! *The Creative Advantage Book* includes two bonus features: Bonus 1: "How they did it" interviews: 12 Creatives reveal the key to their success. Bonus 2: online access to 23 coaching web videos and 2 audio programs.

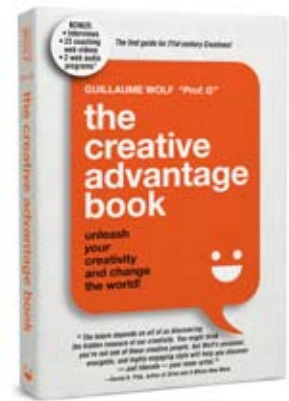
• 248 page book, softcover.

• ONLINE BONUSES: access to the members-only area, 23 web coaching videos (a total of 2 h 28 min), 2 bonus web audio programs.

For free chapters and coaching videos,
visit TheCreativeAdvantageBook.com

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IS CREATIVITY THE KEY TO YOUR FUTURE?

French Creativity Expert announces an unprecedented creative revolution that could bring about a modern Renaissance. Are we about to enter a Creative Age where we're all invited to become "artists of your own lives?"

INTERVIEW BY GERTRUDE LEBOEUF

Guillaume Wolf, a professor of Communication Design at the Art Center College of Design in Pasadena, and author of *The Creative Advantage Book*, is stirring up controversy by claiming that the world's current problems are a natural prequel to an upcoming worldwide creative surge. How are we going to be affected by this shift in the coming decades? What can we do to prepare? I met with Wolf — or "Prof. G" as his students nicknamed him — for a face-to-face interview at his home in Los Angeles.

Gertrude LeBoeuf: *Why do you think we're about to enter an unprecedented "creative revolution"?*

Guillaume Wolf: All the markers are here — it's happening already. Look anywhere in business, ecology, lifestyle, spirituality, health, science, politics, or personal relationships: we all agree that we're at a boiling point. And there's no turning back! I simply assert that — past this boiling point — we're entering a new era of creativity, discoveries, and surprises. Since the mid-nineties you've heard how we currently live in the so-called Information Age — right?

GLB: *Sure.*

GW: Well, this is old news — we're beyond this point — we've already stepped into the Creative Age.

GLB: *So how are we going to be affected by this new era? Is this a new twist on 2012 or something like the Singularity?*

GW: [Laughs] Well, you know, both the 2012 and the Singularity trends are interesting because people sense that something is up, yet, they can't really grasp what it is. So naturally they look back in the past for clues (the 2012 Mayan calendar scenario); or they go into the future (the utopian Singularity scenario promoted by Ray Kurzweil). It's a reassuring, natural thing to do — and in both cases, you get to hear fantastic tales about a magic pill that will solve all our problems.

But what I'm talking about has nothing to do with the past or the future — it's about *right now*. To answer to the first part of your question: we are going to be affected in every way. Everything is changing and evolving no matter where you choose to look. For example, as we know, we're entering an all-electric future: electric cars, houses that generate their own power and redistribute the excess to an intelligent grid, and so on... We also know that in medicine, the field of anti-aging is progressing immensely and that the incredible feat of "growing" an organ for transplant may be only a few years away... And I could go on and on... But you see, this is just the tip of the iceberg and we should broaden our viewpoint and look deeper.

GLB: *What do you mean?*

GW: These are only exterior events and no matter how dramatic they are, or might be, they're just outside trends. You see, the Creative Age is not a scenario where it's "us against the outside world," but something more like "us in the world" — I would even say, "us as the world." And the key to the Creative Age is not a new invention, a new supercomputer or some kind of amazing gizmo — it's about inner transformation. It's a change from within. You see — and I really want to stress to point — creativity is a real



GW: Yes! Precisely like everything else in life. So now, we're at a very similar turning point... except that this transformation is happening on a global scale (not just Europe); we are all invited to participate.

GLB: *Can you tell me how, at the individual level, we can "participate" in this movement?*

GW: Simple — in the Information Age we have learned to live in a hyper-connected society where we're sharing information in real time. In the Information Age we learned to become information experts no matter who we are. For example, your typical "soccer mom" has a Facebook profile, sends out Tweets, writes a minimum of 20 emails/texts a day, and possibly shares her family pictures on a blog — and that's pretty amazing. In the same way the Creative Age requires us to become Creatives — meaning that in order to function in tomorrow's hypercomplex world, creativity will be the key. Concretely, it means being curious and exploratory in your choices. You can use your creative mind for anything. Let's say you're dissatisfied with your job — using your creative skills will help you to: see what is available at this moment, how you can create a change within yourself to create more possibilities, devise a plan of action that's original, etc. It's really linked with the process of life mastery and personal growth.

GLB: *Are we all going to become artists?*

GW: New kinds of artists — yes — artists of our own lives. You

"Creativity is a real transformative force. It's the stuff from which everything originates and it's within us" —GUILLAUME WOLF, author of *The Creative Advantage Book*.

transformative force. It's the stuff from which everything originates and it's within us.

GLB: *Can you be more specific?*

GW: Absolutely, let me give you an example. When you look back in history at the period of the Middle Ages and the arrival of the Renaissance, there are two ways to understand the transition. First, (and this is the one we're told about) a series of inventions such as the printing press opened information and allowed for the open circulation of ideas. This movement liberated the mind of the people who, in turn, changed society. That's what we learn at school. But there's another way to look at this: for unknown reasons, simultaneously, all the thinkers, artists and creative people of their generation suddenly got fed up with the status quo and decided as a whole to move forward — they drove the change. At the same time new technologies were created that allowed for the dissemination of these new ideas.

GLB: *So you're saying that an "inner transformation" predates the outer change?*

see, right now, a lot of people suffer because of the economic crisis. Yet, you'll find that despite these harsh conditions, some seem to go through the same ordeal with much less suffering. When you look closer at what they do differently you will always find that these folks are highly creative. They find new ways to reinvent themselves to create a new alignment with what's going on. At the individual level, living in the Creative Age means you can become an artist of your own life by bringing meaning and self-expression into everything you do.

GLB: *But isn't creativity a talent reserved to the few?*

GW: This is the biggest misconception ever! No! No! No! We are all creative! All of us! The old, the young, the tall, the short — everyone! But there's a twist: what has been reserved so far to the few is *how* to cultivate your creativity — and that's another story.

GLB: *Tell me more.*

GW: You see — this is why I'm a little bit controversial in my field — a lot of people don't want the so-called "masses" to become

creative. And when I say, “Here’s how everyone can become creative,” some people cringe.

GLB: *Why is that?*

GW: It has to do with control, power, and the status quo. You see, a true creative is smart, resilient, a good communicator; he/she can understand complexities and navigate around them — surf on them. A true creative is not someone you can influence easily.

GLB: *How do you teach creativity?*

GW: That’s actually the core of my new book, *The Creative Advantage Book*, and the idea is simple. I start at the very beginning — I ask: do you have a creative idea? (and we all do) — then I show a step-by-step blueprint showing how it’s done. The frames I teach are the same I teach at the world-renowned Pasadena’s Art Center College of Design — I just adapted them for the book so anyone can use them.

GLB: *Tell me more about the book.*

GW: It’s a guide that teaches the creative skills needed for the 21st-century — no matter what the project is. You see, these skills are universal, I just formulated them in a unique way that’s easy to learn. A lot of it has to do with mindsets, strategies, and actions. I wrote the book just like if I had met you for the first time and

started a conversation.

GLB: *You offer videos with the book — how does it work?*

GW: With the book, you get a special access code (hidden somewhere within the pages) that allow you to watch 23 coaching online videos and listen to two audio programs. They complement the book. As a creative person myself, I thought it would be fun to try something like that — and the feedback has been great — people love the fact that this is interactive.

GLB: *I have to confess that after reading your book I was inspired to go back to an old project I had given up — a novel.*

GW: Really? That’s fantastic! Let me ask you a question... how does it feel to go back on this project now? Do you have the same difficulties you had before?

GLB: *Well, not really — it feels different. It’s easier because it feels like I’m in a different space.*

GW: Exactly — welcome to the Creative Age! [Laughs]

For free chapters and coaching videos, visit TheCreativeAdvantageBook.com

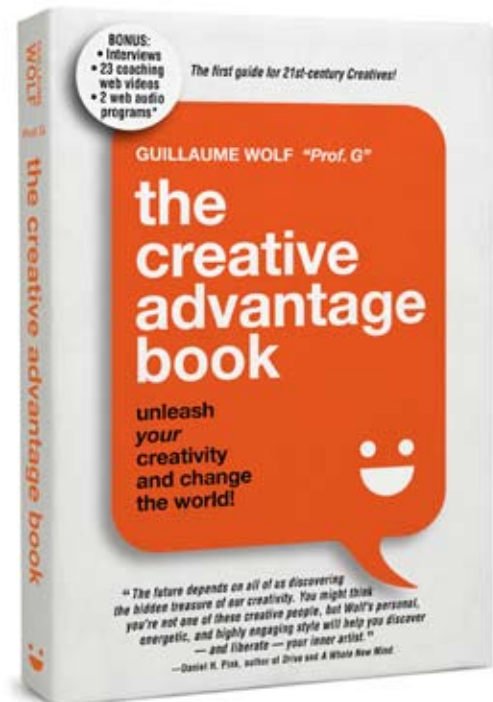
From the back cover:

The Creative Advantage Book is the first guide for Creatives who want to take their passion to the next level and succeed with their creative project in the 21st-century. Creativity expert Guillaume Wolf “Prof. G” reveals how to transform yourself from beginner to Creative High Achiever, using the keys to creative success.

You will learn:

- The 3 fundamental rules of creativity.
- How to ignite your creative power.
- How to effectively handle rejection.
- How to break through in your domain.
- How to get rid of creative fears for good.
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About the author:

Guillaume Wolf “Prof. G” is the Founder of Wolf Creative Research, an integrated consulting firm specialized in 360° creative solutions.

As a creative consultant, teacher, and creativity expert who has dedicated two decades of his life to “cracking the code” of creativity, Guillaume has collaborated with some of the most exciting, forward thinking brands in Europe, Japan, and America in the fields of music, luxury fashion, new media, and advertising.

Born in Africa (Sénégal), raised in Paris, France, and currently living with his wife in Los Angeles, California, Guillaume embodies the spirit of the 21st-century “global village.” Guillaume’s deep knowledge of the creative process, coupled with his life-long interest in communication, Western and Eastern philosophies, arts, and psychology, makes him a completely unique cross-cultural thinker and teacher. Guillaume has the distinctive ability to blend arcane concepts and practical advice in a down-to-earth, easy-to-use formula. This natural faculty allows to him to coach companies and individuals alike to create long lasting results.

Guillaume’s background includes, among others: Creative Director of *Whitewall*, the celebrated art and design magazine; and Professor of Communication Design at the Art Center College of Design in Pasadena.

Guillaume Wolf is an advocate of creativity as a source of positive personal and societal change. His home-study course *The Creative Advantage Book* is the first module of a complete curriculum dedicated to empowering today’s creative talents in life and in business.

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