

today's creative
children are tomorrow's
innovators
& thought leaders



**Center for
Childhood Creativity**
Today's Kids, Tomorrow's Innovators



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The Center for Childhood Creativity is the Bay Area Discovery Museum's think tank focused on children's creativity. Creativity—the capacity for original thought, new connections, adaptive reasoning, and novel solutions—is an essential ingredient for success in many facets of life.

While all children are born with creative capacities, research indicates that by age 10 many children have lost up to 70% of their creative capacity, and as adults we utilize a mere fraction of our original creative potential. However, an international study of 1,500 CEOs cited creativity as the most important leadership quality. Creativity enriches lives and contributes to success in the 21st century, yet our schools and institutions do not adequately address it, putting our culture, and our national economy and leadership, at risk.

A national center of excellence

The Bay Area Discovery Museum leads the way toward closing the creativity-gap through the activities and research of the Center for Childhood Creativity. With over 23 years of experience nurturing creativity in hundreds of thousands of young children, the Museum turns now to the adults who influence policy and shape the next generation of leaders. By leveraging the Museum's experience and expertise into a national center of excellence focused on children's creativity, the Center offers innovative products and solutions for international impact.

“The future belongs to a very different kind of person with a very different kind of mind – creators and empathizers, pattern recognizers and meaning makers. These people...will now reap society's richest rewards and share its greatest joys.”

— Dan Pink, Advisor, Center for Childhood Creativity; Author, *A Whole New Mind*

www.CenterforChildhoodCreativity.org

Children's creativity is essential to America's future economic competitiveness. Today's creative children are tomorrow's thought leaders and innovators.

The Center for Childhood Creativity:

Raises awareness of the critical need for nurturing childhood creativity;

Provides creativity-focused services for parents, educators, activists, corporations and policymakers;

Generates original research and sets the standards for creative programs for children in multiple disciplines;

Syndicates content for maximum impact.

Get Involved

The Center for Childhood Creativity represents the next-generation Bay Area Discovery Museum, shaping the lives of children and the future of leadership and innovation.

Today's kids, tomorrow's innovators.

CenterforChildhoodCreativity.org



Bay Area Discovery Museum

The Bay Area Discovery Museum is a one-of-a-kind indoor and outdoor children's museum at the foot of the Golden Gate Bridge, recognized as the leading children's museum dedicated to nurturing childhood creativity, fostering future generations of creative thinkers and innovators. From its

inception more than twenty years ago, its mission has been to develop the many facets of childhood creativity and play with a trademark approach emphasizing open-ended, child-directed, discovery-based activities, in which there are infinite ways to play, discover, and create—not a single, 'correct' way as determined by adults. These are the types of early experiences that researchers have linked positively to the cultivation of lifelong creativity, and it is the type of play that happens for hundreds of thousands of children each year at the Bay Area Discovery Museum. www.BayKidsMuseum.org