

# Find The Catalyst To Your Creativity

(NAPSA)—If the word “structure” makes you smile and the term “big picture” scares you, you’re not alone, according to a recent survey, fielded to explore the relationship between Americans and creativity. In fact, you’re in sync with 25 percent of Americans who believe they are not creatively inclined.

There is, however, hope. Becoming a creative thinker isn’t only about what’s in your head; it’s also about how to establish an environment around you that unleashes creativity. Follow these tips and you may go from “creatively challenged” to a “creative catalyst.”

• **Create a Comfortable Environment**—Most Americans (73 percent) feel they are more creative at home than at work. While working at home may not be the solution, establishing a comfortable space to be creative is. When looking for that next big idea, you may be able to kick-start the brain by cozing up in the living room or den.

• **The Creative Color**—Color can affect your creativity, but which color depends upon the individual. Generally, people feel most creative in rooms that are blue, white, yellow or green. The best advice is simply to pick a color that makes you feel good and surround yourself with it.

• **Hide and Seek**—Seven out of 10 Americans feel more creative alone than with other people. Whether you have kids, a roommate or even if you live alone, find a private, personal space that you can call your own to bring out your best creative work.



• **Like Day and Night**—Americans are more likely to do their best creative thinking during the daytime (44 percent) and when the lights are on (50 percent), than at night in the dark. If you are not sure which time is best for you, keep a journal by your bed to catch ideas both at night before you go to sleep and in the morning when you wake up.

• **The Nose Knows**—A pleasing aroma can help sniff out that next big idea. According to those surveyed, creativity is most likely to smell like some kind of food (32 percent), such as fruit, spices, chocolate or vanilla, or flowers (25 percent). Use candles, lotions or aromatherapy products to induce inspiration.

• **Space: The Final Frontier**—Most Americans feel more creative in spacious places (59

percent). Space stimulates creativity, especially for those in their 20s, 30s and 40s (66 percent). If you’re stuck in a cramped cubicle, ask your company to turn one of the conference rooms into a “creative den.” Include puzzles, blocks and other toys to help release the creative genius inside of you.

Still having trouble? Embassy Suites Hotels has developed a new hotel room concept called the Creativity Suite, designed specifically to stimulate the five senses and help guests become better creative thinkers. It’s never too late to get those creative juices flowing.

For more information about the Creativity Suite or to make reservations at an Embassy Suites Hotel, travelers may visit [www.embassysuites.com](http://www.embassysuites.com) or call 1-800-EMBASSY.