



The Passion and Courage to Create: A Visual Journey into the Creative Process

Award-winning independent still photographer and documentary film maker from 1972-1986, Norman Seeff photographed and filmed hundreds of public personalities including The Rolling Stones, Tina Turner, Michael Jackson, Carly Simon, Ray Charles, Joni Mitchell, Whitney Houston, Eagles, Santana, Frank Zappa, Fleetwood Mac, Kiss, Willie Nelson, Steve Martin, Martin Scorsese, John Huston, and Norman Mailer. Since 1986, Seeff has directed over three hundred commercials for accounts including Apple computer, Glaxo-Wellcome, General Motors, Nissan, Honda, Motorola, Levi's. etc. Shooting 3 1/2 million feet of film of over 800 renowned artists, writers, scientists and business people, Seeff has amassed an unprecedented body of recorded material and been exploring the inner dynamics of creativity for over 30 years. Seeff's groundbreaking work has uniquely identified Seven Stages of Creativity, each illustrated during his presentation with film clips from his archives as he reveals a New Map of the creative process, and outlines the essential emotional strengths at the core of innovative creativity. Seeff provides tools and techniques based on this groundbreaking information as a means for overcoming creative blocks, defining creative focus and empowering personal and collective creativity.



Interacting with hundreds of the worlds greatest artists and innovators, filmmaker and photographer Norman Seeff has created a new map of the creative process.

**FOR SCHEDULING,
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