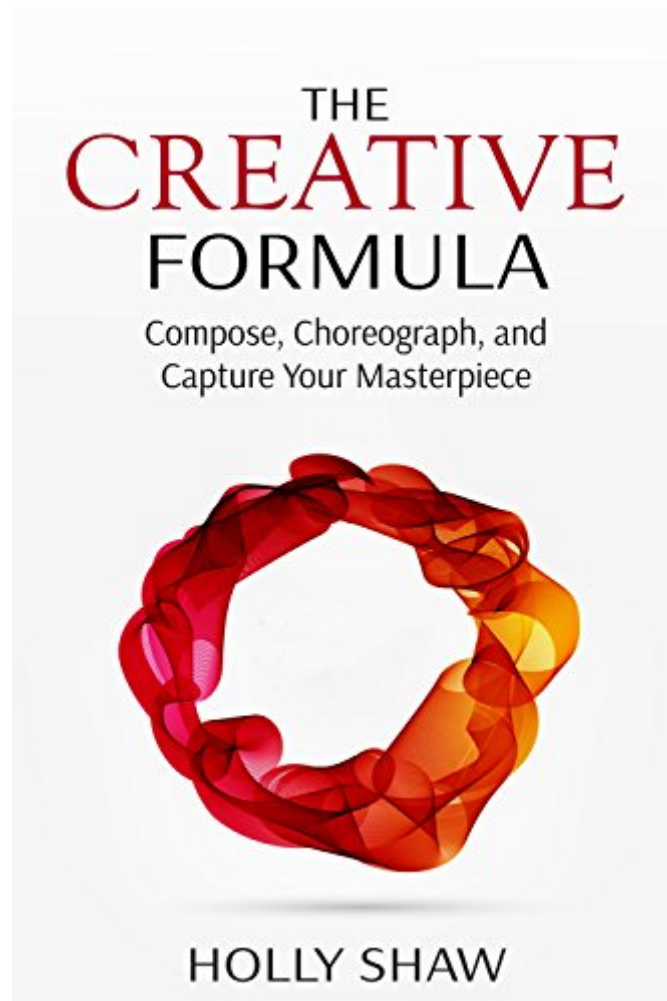


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# The Creative Formula: Compose, Choreograph, And Capture Your Masterpiece



## Synopsis

Do you feel frustrated or hopeless because you know there's great work inside of you, but you find it hard to "get into the mood" to create or find it tough to ever finish anything? The Creative Formula is a proven-effective three step method that has helped thousands of artists go from wild inspiration to polished work. This powerful and easily accessible book will hold your hand through the dark tunnel of your creative path and show you the way out. Holly Shaw, who has mentored hundreds of artists, from composers, to choreographers and directors, shares the fruits of her creative research and examples from her 30 plus years in film, television, and theatre to help you streamline your process and clarify your work so it pops with "you-ness"! You'll get the foundation for making award-winning work over and over again through: A simple, but powerful three-part method to creating that helps you work with your inspiration to pull the best work out of you. Highly effective exercises and ideas for making work, suggested exactly the way that you need them to actually originate ideas, create, edit, organize, and polish your work. Important Composition Tools like: how to narrow your variables, and structure, organize, and edit your work in order to craft show stopping performances. Extra bonus chapters sharing powerful tools and clear examples of how you can begin using the Creative Formula in your own studio, in classrooms, coaching sessions, and even in performances. If there is work that you are wanting to create, but haven't started yet - then what are you waiting for? Scroll to the top of this page and click Buy Now!

## Book Information

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## Customer Reviews

I'm a college theatre professor and director. Two years ago, I had Holly do a couple of creativity workshops for my advanced acting students. I have seen firsthand how her Formula works. The Creative Formula expands and clarifies what she teaches. The writing style is very accessible and enjoyable (and VERY Holly--I've known her for two decades). Although it takes awhile to get to the actual three steps, I ultimately found the description of Holly's journey to be affirming and it bestows a particular authority on her lessons. As a director, naturally I have developed my own rehearsal process over the years. When reading The Creative Formula, I was forced to look at that process with new eyes which is always rejuvenating. What I found was both an affirmation of what I do already and a vocabulary that I will incorporate into my work moving forward. At first, I struggled to connect The Creative Formula to directing. I could obviously see the usefulness of Alignment to get a rehearsal started: I always do warmups. Likewise, in each rehearsal I could relate to Allowing and Articulation: "That was good, now give me something different. Make a bold choice--rehearsal is about exploring not getting the 'right' answer. Okay, now let's run that again to set it for the next rehearsal." But I wrestled with how The Creative Formula ties in to MY directoral work. Holly's writing encourages the reader to be open and engaged. Eventually, I realized that my rehearsal calendar, not just individual rehearsals follow the same steps outlined in The Creative Formula. We start by Aligning ourselves with the script and characters for a period of time, then we move into the Allowing phase of exploration and play, and finally Articulate by editing those choices and setting things.

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