

## **Guy Aznar**

is one of the pioneers of Creativity in France. He founded the first organization for French creativity in the 70's, which became a breeding-ground for a great number of facilitators.

During his career he has contributed in enriching creativity with a number of techniques. Firstly through the use of projective techniques, with « daydreaming » techniques, and the intensive usage of graphics as means of expressions.

His main subject for reflection has been on the mechanism of creativity and specifically in identifying the « cross point » phase where the fruit of the imagination combines with everyday constraints of the real world.

He has addressed social innovation, particularly where employment and ecology are concerned.

He has published numerous books on creativity