

# ***Metaphor and Creativity: A Powerful Encounter***

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# Sources of knowledge

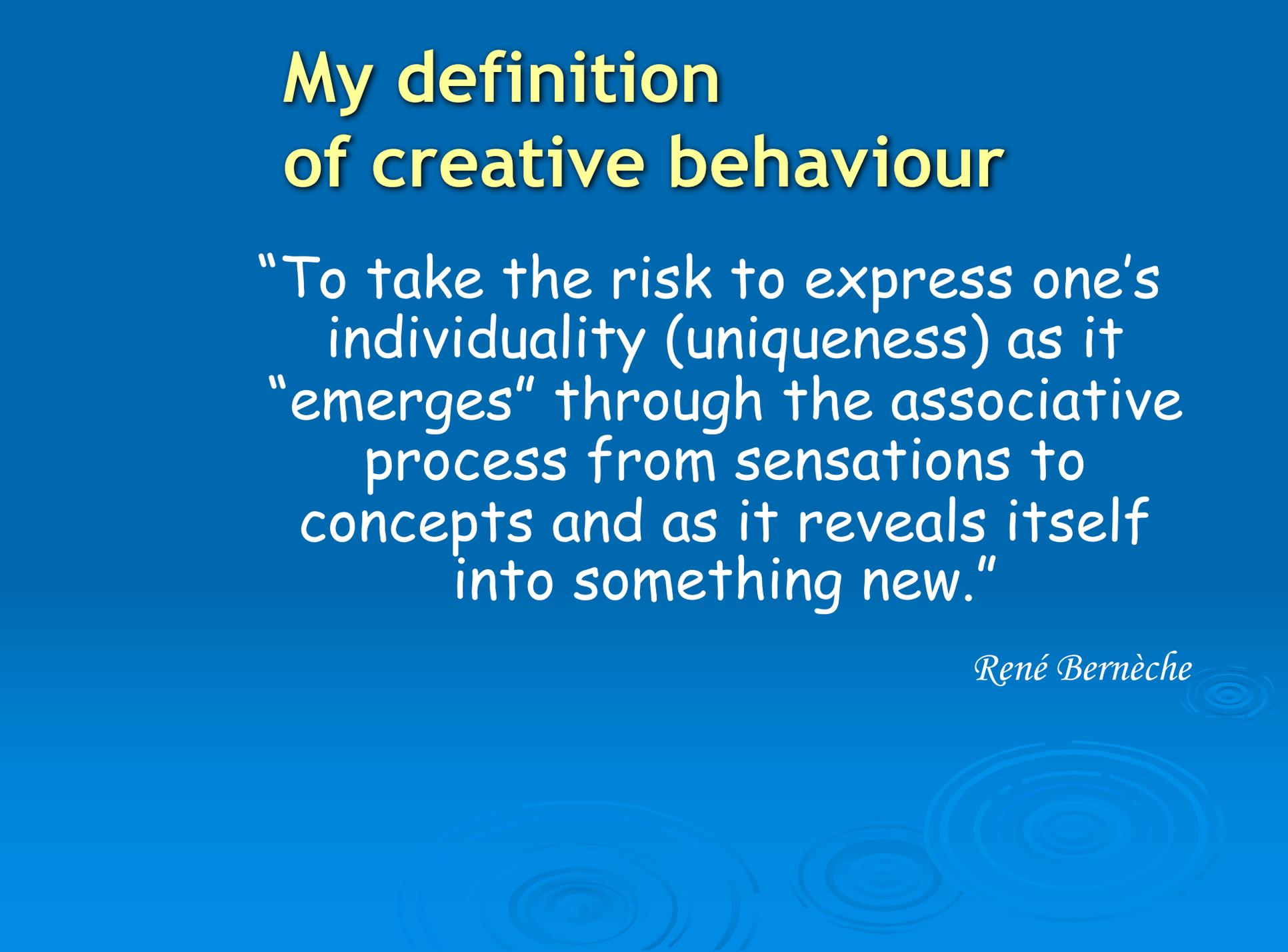
## Ways of expression

- Sensations
- Perceptions
- Mental images
  - Mental representations
  - Imagination
  - Originality
- Concepts - Ideas expressed by:
  - Words
  - Signs
  - Symbols
  - Behaviours

# My definition of creative behaviour

"To take the risk to express one's individuality (uniqueness) as it "emerges" through the associative process from sensations to concepts and as it reveals itself into something new."

*René Bernèche*

The background of the slide is a solid blue color. In the lower half, there are several faint, concentric circles of varying sizes, resembling ripples in water, scattered across the bottom.

# The Greek word metaphora means Transport

## Cox and Theilgard

"The metaphor establishes a bridge 'between the right hemisphere and the left hemisphere': mental images and logical thinking".

## Langer

"The metaphor is a logical analogy: the logic of words and the analogy of imagery".

## Lockoff and Johnson

"The metaphor is imaginative rationality: reason and imagination".

## Kopp

"The metaphoric cognition implies a synthesis of mental imagery and social reasoning, this is a *New Encounter*: The emotional dynamic of mental representations harmonizes with the transformational power of words".

# Processes at work (A. Rothenberg )

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- Homo-spatial process
  - Janusian process
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# Homo spatial process

Homoios: same

Spatial: space

- Two different entities in the same mental space
- This process consists of actively conceiving two or more entities occupying the same space, a conception leading to the articulation of new identities.

# Janusian Process

**Janus:** Roman God protecting the entrance of a house, of a temple, looking in different, in opposite directions

This process of using different ways of sensing and perceiving enrich the associative process.

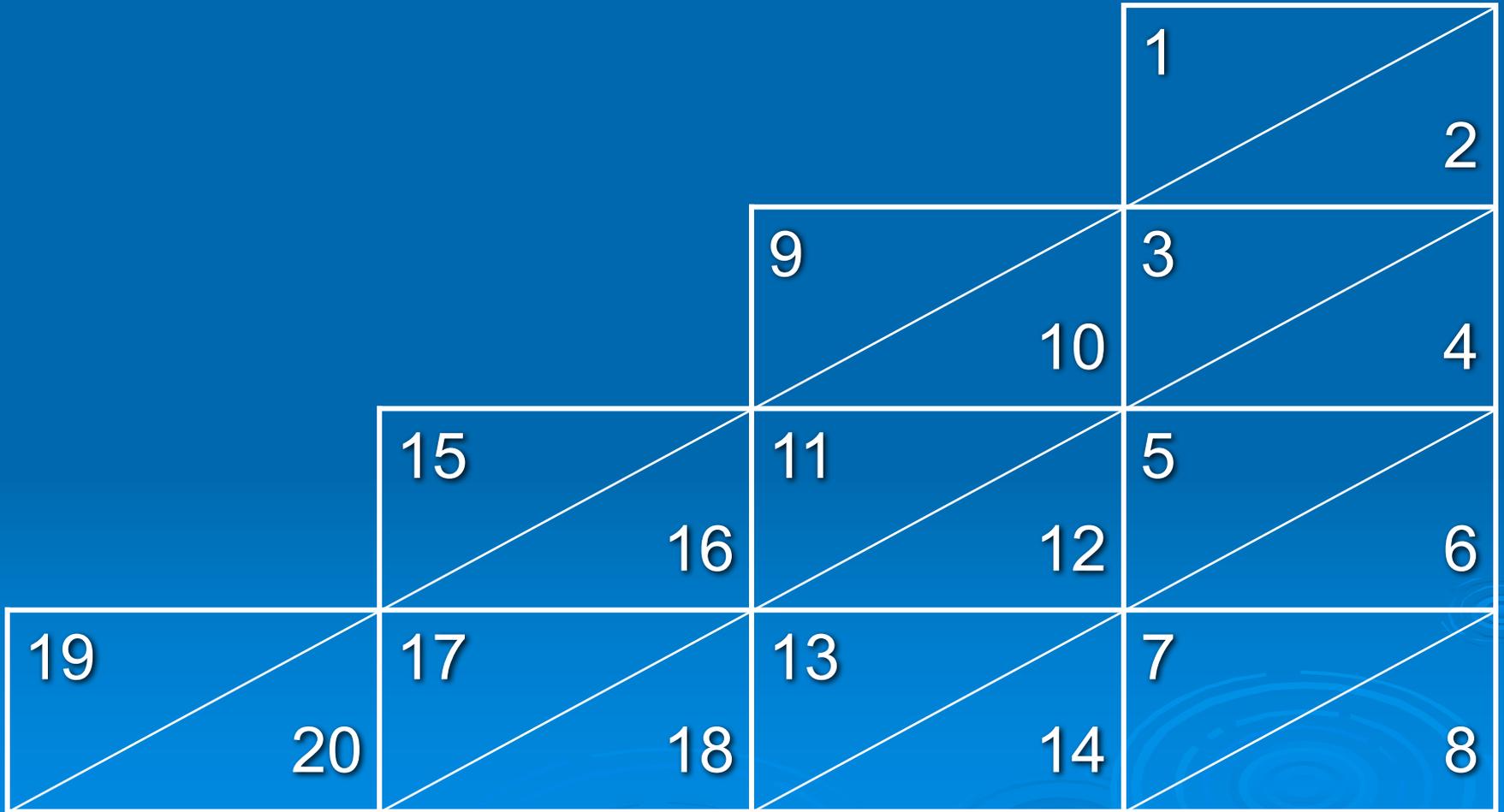
# Metaphor in relation with change

- Lowers resistance to change
- Helps to maintain attention
- Helps to address directly a specific dynamic of personality which influences change
- Helps to address complex relationships
- Helps to improve relationships between two persons

# Metaphor in relation with creative thinking

- Its flexibility generates multiple interpretations and then enhances elaboration
- Its spontaneous quality helps to take risks and to use our intuition
- Its humoristic quality allows dedramatization
- Its capacity to simultaneously reveal and to keep secret some aspects of our experience, nurture the complexity (richness) of elaboration

# Metaphoric Stairway



# *The Metaphoric Stairway*

*Theme: "Solitude"*

*Words: winter, cup, monument, cloud, hammer*

*Solitude like a lampost in a winter garden,  
A lampost in a winter garden like a vase without a flower,  
A vase without a flower like a solitary leash,  
A solitary leash like a pigeon looking for a monument,  
A pigeon looking for a monument like a halo around the moon,  
A halo around the moon like a dry ring in a coffee cup,  
A dry ring in a coffee cup like a noisy silence,  
A noisy silence like a hammer in my head,  
A hammer in my head like a scar in a cloud,  
A scar in a cloud like solitude.*

