

# Review of: "Why the Standard Definition of Creativity Fails to Capture the Creative Act"

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**Potential competing interests:** No potential competing interests to declare.

Anna's writing becomes interesting as it explores creativity from two perspectives: internal and external frames. The internal perspective examines the experience of the creative process, while the external perspective focuses on the creative products. Essentially, this is a classic dialectic: do we look at the product or the process, or both? Anna critically examines the standard definition of creativity when measuring creative products. In a broader perspective, those who have an interest in standards are in the industrial world with mass production, where measuring product quality becomes crucial. Meanwhile, attention to creativity arises from the world of arts and crafts, which is not inherently related to various standardized measures. It would be intriguing if this paper were to continue into further research on how creative individuals working in mass production industries navigate their personal experiences of creativity in the face of various standards. This includes exploring the controversies between the internal experiences of creative individuals and the external standards applied to the creative products they produce.