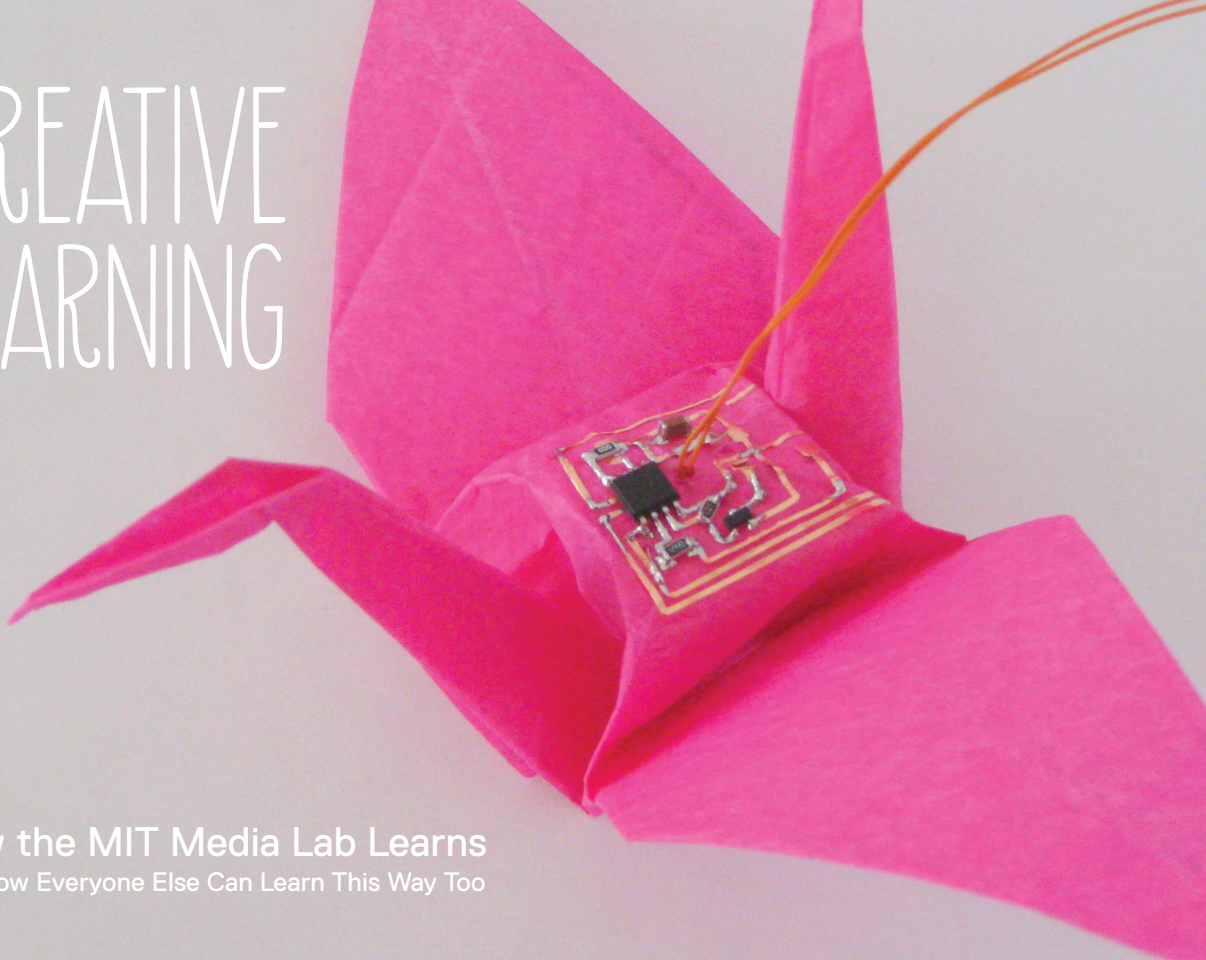


# CREATIVE LEARNING



How the MIT Media Lab Learns  
And How Everyone Else Can Learn This Way Too

We live in a world that is changing more rapidly than ever before. Much of what we learn today will be obsolete tomorrow. Success depends on the ability to **think and act creatively**.

To thrive, people must learn to imagine creatively, reason systematically, work collaboratively, and learn continuously. This is true not just for individuals, but for companies, communities, and even nations as a whole.

At the **MIT Media Lab**, we are developing new technologies and strategies for cultivating creative learning. Our approach is based on four **guiding principles**:

- **Projects:** People learn best when they are actively working on projects – starting with the spark of an idea, designing prototypes, creating a final product.
- **Peers:** Learning flourishes as a social activity, with people sharing ideas, collaborating on projects, and building on one another's work.
- **Play:** Learning involves playful experimentation – trying new things, tinkering with materials, testing boundaries, taking risks, iterating again and again.
- **Passion:** When people work on projects they care about, they work longer and harder, persist in the face of challenges, and learn more in the process.

We apply these principles to our own work within the Media Lab, sparking **creativity and innovation** in our research. And we share our creative-learning ideas and technologies outside of the Lab, to help others engage in Media Lab-style learning.

There is now a pressing need, and a unique opportunity, to share Media Lab technologies and learning strategies with people and organizations around the world. Our goal: empower everyone everywhere to learn creatively so that they are prepared for life in today's rapidly-changing society.