



BOOK NOTES

The Creative Act: A Way of Being

by Rick Rubin

- To live as an artist is a way of being in the world. A way of perceiving. A practice of paying attention. Refining our sensitivity to tune in to the more subtle notes.
- No matter what tools you use to create, the true instrument is you. And through you, the universe that surrounds us all comes into focus.
- Look for what you notice but no one else sees.
- The person who makes something today isn't the same person who returns to work tomorrow.
- Beware of the assumption that the way you work is the best way simply because it's the way you've done it before.
- Create an environment where you're free to express what you're afraid to express.
- Taking a wrong turn allows you to see landscapes you wouldn't otherwise have seen.
- Perfection is finally obtained not when there is no longer anything to add, but when there's no longer anything to take away...
- However you frame yourself as an artist, the frame is too small.
- Creativity -> Standardization -> Monetization
- Do you have a point, or a point of view?

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