

Voxpop

A new survey suggests that people are most creative at 10.04pm. When are you at your most creative and why?



10.04pm! So specific. I've got an 11-month-old little girl and I've been 151 per cent more creative since she's been around. Not so much at 3.07am when she's been up for two hours and 33 minutes screaming for someone to put her back to sleep, mummy's boob or Design Week Volume 23/Number 40, but generally she brings out the best in me. Maybe it's because I'm now surrounded by cool little books and Danish wooden toys. Maybe it's because it makes me realise that there is more to life than a previously enforced 24/7 creativity. Maybe it's because I'm not trying so hard anymore. Maybe I'm just in love with a little person who is possibly the most creative thing I'll ever do. Other than that – 5.33pm.

John McFaul, Creative director, McFaul



I'm at my most creative when I don't need to be. I can be very creative on a beach, in the pub or in bed. But give me a Mac and a deadline, and the mini-ecosystem that flourishes in my head is devastated by a sudden drought. A Moleskine and a digital camera can help to revive it, but I'm yet to find a way of controlling the life cycle of my own creativity.

Scot Bendall, Founder, La Boca



The time when I am usually the most creative seems to be derived from a number in computer programming terms called random number generation, that is, anytime of day and one that isn't determined by me. This probably explains why I find it difficult to be creative on tap. Although I generally need to be awake and not trying too hard – unless there is a deadline looming, like getting this back to you in five minutes.

Jason Bruges, Founder, Jason Bruges Studio



Creativity, to me, doesn't have set rules, it's when you're open to making bizarre and brilliant lateral connections between things. This can happen anywhere, when you look around yourself and see beyond the obvious, when you talk to people, when you take notice of things. There's also the kind of creativity that's planned, when you get people together with different skills, attitudes and perspectives – and ask questions that allow the possibilities to flow. Creativity is at its best when it's shared and becomes something tangible to fall in love with.

Michelle Du-Prât, Insights director, Household