

# THE CREATIVITY CODE

by

Marcus du Sautoy

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CLIENT	ING
CAMPAIGN TITLE	The Next Rembrandt
PRODUCT	Brand campaign
LAUNCH CAMPAIGN	April 5th 2016
ASSETS	Painting, Website, Video, Social
URL	www.nextrembrandt.com
CONCEPT	Bas Korsten, Robert Nelk, Mark Peeters
CREATIVE ART	Guney Soykan
CREATIVE COPY	Bas Korsten, Kasia Haupt
HEAD OF TECHNOLOGY	Emanuel Flores
DESIGN	Vinesh Gayadin
PROJECT DIRECTOR	Jesse Houweling
STRATEGY	Agustin Soriano
DEVELOPER	Morris Franken, Ben Haanstra
3D ARTIST	Andre Ferwerda
ING	
DIRECTOR OF COMMUNICATIONS	Johan van der Zanden
HEAD OF SPONSORING	Tjitske Benedictus
TEAMLEAD INTERNAL & EXTERNAL COMMUNICATION	Marc Smulders
SR. MARKETING COMMUNICATIONS MANAGER	Mirjam Smit
SPONSORMANAGER CULTURE	Eline Overkleef
EVENT MANAGER	Marleen Hasselo
SOCIAL MEDIA SPECIALIST	Thijs Jaski
MICROSOFT	
DIRECTOR SMALL AND MIDMARKET SOLUTIONS	Ron Augustus
MICROSOFT AZURE LEAD	Erik-Jan van Vuuren
PRODUCT MARKETING MANAGER	Niels Lohuis
CORPORATE COMMUNICATION MANAGER	Yvette Lansbergen
MARCOM MANAGER	Eva de Vries
SOLUTION ARCHITECT	Thijs Jaski
J. WALTER THOMPSON AMSTERDAM	
EXECUTIVE CREATIVE DIRECTOR	Bas Korsten
EDITOR	Tim Arnold
PHOTOGRAPHER	Robert Harrison
PR DIRECTOR	Jessica Hartley
BRAND MANAGER	Elisah Boektje
SCREEN PRODUCER	Frederique van der Hoeven, Mariska Fransen
PRINT PRODUCER	Chariva Geurtsen
ANIMATIONS	Kreukvrij (Olaf Gremie)
WEBSITE PRODUCTION	Superhero Cheesecake
SPECIAL ADVISOR	David Navarro, Jeroen van der Most, Ferran Lopez
FILM PRODUCTION	New Amsterdam Film Company
DIRECTOR	Juliette Stevens
EXECUTIVE PRODUCER	Sander Verdonk
SOUND STUDIO	Studio Alfred Klaassen

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Diagrams redrawn by Martin Brown

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