



“Creativity means to do as much as we can, in the ways that we can, to leave our community more beautiful and beneficial than we inherited it.”

– MAULANA KARENGA, CREATOR OF KWANZAA

Kwanzaa is an annual Pan-African celebration that takes place from December 26 to January 1. Unlike Christmas and Hanukkah, Kwanzaa is not a religious celebration. Instead, it’s a cultural holiday intended to unite and uplift people of African descent all over the world.

Even if you don’t actively celebrate Kwanzaa, you can still learn about its teachings and incorporate them into your life. The Nguzo Saba are the Seven Principles that underscore Kwanzaa:

- **Umoja** (*Unity*) To strive for and maintain unity in the family, community, nation and race.
- **Kujichagulia** (*Self-Determination*) To define ourselves, name ourselves, create for ourselves and speak for ourselves.
- **Ujima** (*Collective Work and Responsibility*) To build and maintain our community together and make our brother's and sister's problems our problems and to solve them together.
- **Ujamaa** (*Cooperative Economics*) To build and maintain our own stores, shops and other businesses and to profit from them together.
- **Nia** (*Purpose*) To make our collective vocation the building and developing of our community in order to restore our people to their traditional greatness.
- **Kuumba** (*Creativity*) To do as much as we can, in the way we can, in order to leave our community more beautiful and beneficial than we inherited it.
- **Imani** (*Faith*) To believe with all our heart in our people, our parents, our teachers, our leaders and the righteousness and victory of our struggle.



On the sixth day, we turn our attention to creativity and consider the various ways we can embrace it in our daily lives. As people of African descent, creativity seems to come as naturally as we breathe. For generations, we have used our creativity to overcome adversity, to uplift our community and to improve the lives of future generations. Creativity is how we enable our community to evolve and how we inspire meaningful change in everything from politics to popular culture.

Even on a more personal level, there are countless advantages to embracing creativity and incorporating it into your daily life. Research shows that creativity predicts a longer, healthier life, a more positive outlook, and higher self-esteem. As you reflect on the last year and look towards the future, consider the ways you can foster your creativity.

Resolve to Start a New Creative Hobby in the New Year

When was the last time you enjoyed a creative pursuit for its own sake? As we grow older and life gets more demanding, it's easy to fall into the trap of monetizing every second of the day. Instead, consider taking up a creative hobby in the new year.

Hobbies allow you to enjoy activities without the pressure of perfectionism or external validation. Besides being a lot of fun, hobbies are extremely

beneficial for our mental health and overall wellbeing. An enriching hobby widens your worldview and provides a meaningful outlet for your extra time and energy. Here are a few ideas to consider.

- Painting, drawing, watercoloring, etc.
- Pottery
- Sewing, knitting, crochet, cross stitching, embroidery, etc.
- Creative writing, blogging, poetry, etc.
- Photography, digital art, graphic design, etc.
- Baking, cake decorating, etc.
- Dancing or playing an instrument

A course is a great way to get started with your new hobby. Browse our selection of photography, painting and visual arts courses to learn more.

Engage and Collaborate with Other Creatives

An important aspect of embracing your creativity is connecting with other creatives. Through the support and collaboration of a community, you may create your best work, while experiencing a greater sense of connection and belonging.

Many creative pursuits are inherently solitary. Writers and painters, for example, often need to disconnect from the world in order to produce their best work. In between these bouts of solitude, it's essential to engage with other creatives. Since they're personally familiar with what you're experiencing, other creatives can offer a much deeper level of empathy. Bouncing ideas off each other can lead to creative breakthroughs you may not have been able to reach on your own.



By joining our community, you'll get artistic support and opportunities for collaboration

The CREATIVES EVERYWHERE COLLECTIVE is a leading creative arts network dedicated to empowering and promoting creatives of color. By joining our community, you'll get artistic support and opportunities for collaboration, as well as access to grants, fellowships and other resources. Learn more about our mission or to get involved with us.

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Supporting the Creativity of Others

In addition to being a great tool for civic engagement, the arts help to unify and beautify our community, strengthen our economy, and can bring awareness to important social causes.

Even if you aren't ready to be a creator, you can embrace creativity by appreciating and supporting the creativity of others.

In the digital age, it's easier than ever to support the creative community. Here are a few ways to consider:

- Follow and share their social media profiles and posts
- Leave comments on blog posts
- Take the time to write a positive review if you're happy with something you purchased
- Stream films by independent black filmmakers
- Stream and purchase music by independent black artists
- Stay up-to-date with events such as gallery openings, book launches, etc.
- Hire creatives of color for creative projects
- Subscribe/sign up for newsletters
- Support black creatives on services such as Patreon or Buy Me a Coffee

Whether we're creating, consuming, or doing both, there are so many ways to bring more creativity into our lives. As you reflect on the meaning of Kuumba, consider the practical steps you can take to beautify your community and self by embracing your *creativity*.