The Roots of Creativity: Lessons we can learn from hand-to-mouth creativity

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What Drives Creative People?

My research investigates whether artists follow creative careers for self-fulfilment or to make a living.
Identification of the Professional Creative (Pro-C) Artist:

**Location:** Mid and Wales

**Career:** Sale of work accounts for 21% + of annual income

**Type:** Visual Artists & Crafts People

**Income:** On average earn less than £10,000pa for creative work

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Example of work made by Pro-C Artists:
Profile of the Pro-C Artist:

The Pro-C Artist works for little reward and as a result they live in borderline poverty spurred on by a desire to engage with their craft.

- The majority are between 55-64yrs
- The average annual wage is under £10,000, yet it contributes for 21% or over of their annual income (57%)
- They are more likely to be female (68%),
- They have worked in their creative area for over 20yrs (56%)
- They are not native to Wales but have lived here for an average of 20 years.

Data obtained from Questionnaire Analysis, January 2012
Mid and West Wales:

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I make quilts for me, I sell them because I can, it is a part of me, it is something inside of me I need to get out, it completes me ...
In every small town in Mid and West Wales you will see a Christmas craft fair, craft market or a small local gallery. The Pro-C Artist prospers here.

Determination, a make-do-and-mend attitude, and a love for ones craft are the key tools for survival.