



Stanford eCorner

Make Time for Play

Brit Morin, *Brit + Co*

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Video URL: <http://ecorner.stanford.edu/videos/3606/Make-Time-for-Play>

Brit Morin, founder and CEO of Brit + Co, shows a video that captures how uninhibited young girls are when asked to be creative, and how differently young women behave in the same situation. Morin says it illustrates how people, especially women, often lose touch with the playfulness of their youth by the time they become adults.



Transcript

I had the hypothesis when I was starting this company that adults, and especially adult women, don't think they are very creative. My girlfriends all the time, and even myself occasionally would just say literally things like oh, I wish I were creative. I wish I were an artist. And I kept asking, why would you say that? When you were three, four, or five years old, I'm sure that if people put blocks, or LEGOs, or Playdoh, or crayons in front of you, you went to town, and you just dove right it in. So what happened between the 5-year-olds and the 25-year-olds? So I got a group of the five-year-olds, and put them into a room, and asked them to do a lot of creative things. And then I got the 25-ish year olds, and put them into a room, and asked them to do the same things. We caught it all on video, and here's what happened. Emma, scene two, take one. This is a really fun one. OK.

I want you to pick any of those capes that you like, and I want you to think about and become a character. And I want you to act out that character. OK. Ready, set, go. Hi, Elizabeth. Ready to go play? What to jump rope now? We use our imagination a lot. You can paint whatever you want. I painted me and my dog playing. It's almost morning time, and those are little pieces of the day. And that's the grass.

That's the dirt. And under it, it's just all color. Hm. Um-- Um-- It's just a bunch of slashes and dots. I'm not an artist, but-- I love painting. I considered going to art school when I was a lot younger. My life took a different path, and I rarely paint. My former dream job, as a kid, I loved drawing, and I loved doodling, and animation. What would you do in your life to be more creative? Just make time for it. I have a busy life.

And oftentimes, that's something that can fall by the wayside. How did it feel, just in general, to be creative today? It was very hard. Now, we go play some more while it's cooking. Now, it's done, and now we put it back on the table to cool off, and then we dance some more. That was awesome! It was really, really fun. Did anything scare you or-- No, no, no, no, no. Not at all. It was awesome. It was the best day of my life.