How the MIT Media Lab Learns
And How Everyone Else Can Learn This Way Too
We live in a world that is changing more rapidly than ever before. Much of what we learn today will be obsolete tomorrow. Success depends on the ability to **think and act creatively**.

To thrive, people must learn to imagine creatively, reason systematically, work collaboratively, and learn continuously. This is true not just for individuals, but for companies, communities, and even nations as a whole.

At the **MIT Media Lab**, we are developing new technologies and strategies for cultivating creative learning. Our approach is based on four **guiding principles**:

- **Projects**: People learn best when they are actively working on projects – generating new ideas, designing prototypes, making improvements, and creating final products.

- **Peers**: Learning flourishes as a social activity, with people sharing ideas, collaborating on projects, and building on one another’s work.

- **Passion**: When people work on projects they care about, they work longer and harder, persist in the face of challenges, and learn more in the process.

- **Play**: Learning involves playful experimentation – trying new things, tinkering with materials, testing boundaries, taking risks, iterating again and again.

We apply these principles to our own work within the Media Lab, sparking **creativity and innovation** in our research. And we share our creative-learning ideas and technologies outside of the Lab, to help others engage in Media Lab-style learning.

Our goal: empower everyone everywhere to learn creatively so that they are prepared for life in today’s rapidly-changing society.