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.