



Cirque du Soleil: The Spark - Igniting the Creative Fire that Lives within Us All

John U. Bacon

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Creativity and innovation are widely recognized as essential to success in business, and so many aspects of our lives. For over two decades, Cirque du Soleil has been a world-renowned laboratory of creativity, enthraling audiences around the world by fusing dazzling acrobatics, staging and choreography, and music, along with beautiful costumes and technical effects to inspire and create magical, almost otherworldly theatrical experiences. In *The Spark*, Cirque's former president of creative content, Lyn Heward, invites readers inside the world and ideas of Cirque du Soleil through the story of an ordinary man searching for meaning in his work and life.

Like so many other people in their careers, sports agent Frank Castle has lost the passion he once had for his job. But a chance encounter with an inspiring Cirque du Soleil director takes him inside Cirque du Soleil to meet the artists, directors, designers, and technicians who create, shape, and perform in their acclaimed shows. As the story unfolds, the artists reveal surprising secrets about the sparks that ignite their creativity — from the pressure of deadlines and the exhilaration that comes from risking it all, to the chance encounters and everyday occurrences that have changed the way they live and work. As Frank comes to discover, every one of us is creative — wherever we work or whatever our job title is — but it's up to us to tap into that powerful force.

As *The Spark* makes clear, there is no single formula for creative success—each of us must unlock the power of our imagination in our own way. An inspiring tale that draws on behind-the-scenes stories from the most creative people in entertainment as well as some out-of-this-world Cirque du Soleil magic, *The Spark* is an unparalleled guide on how to make creativity a part of everything you do.

Lyn Heward is the former President and COO of Cirque du Soleil's Creative Content Division and is currently acting as executive producer for a variety of special projects. John U. Bacon, a veteran journalist and public speaker, has won numerous national writing awards and is the author of three books.

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