Creativity is central to our growth and learning processes and as such, helps us to advance ourselves within society. There is a canon of creatives blooming across Europe, Africa, Asia, and most prominently the Caribbean islands, who hold such magnificently innovative talent. Yet when their creations are viewed from outside their local community, some stories are left isolated because they oppose the cultural understandings of mainstream Western society.

What we want as a group of global creatives, is to express our lives and bloom outside our own local communities and cultural controls, to become an inspiring individual rather than just another face in the crowd. Before we know it, the inflation of this incredible creativity will subside, its significance to the outside world overshadowed by differences in cultural norms. So why is this?
THE WORLD WONDERS

I like to use an analogy to showcase the cultural diversity we have in London: 'The cultural melting pot'. Living close to a cosmopolitan capital such as London gives you the opportunity to embrace international creativity. Our country is embedded with mass multi-cultural activity. Most notably in Brixton, there is a cluster of artists, writers, musicians and theatre which is domestically recognised and inspired by international communities who take pride in their diasporic identity. This foregrounds a place of open acceptance for a range of events that help us as citizens of Great Britain to be more inclusive to the people around us.

As for myself, my family has a heap of cultural diversity running through our blood with family members from Egypt, Gambia, Romania and Jamaica. I feel blessed to be a part of a country that holds such great respect for the intermixture of cultures.

I travel frequently to many different places in my athletics career, both domestically and on a European scale. What I gather from my experiences of different cultures in my sport is that, despite the competitive nature of representing your nation against others, there is a propensity for mutual respect because we recognise the hard work we each put in as individuals.

CULTURAL BELIEFS: WHAT MAKES YOU, YOU?

Everyone is unique; an original piece of art is an expression of yourself. Be mindful of the people around you. Find out what creativity you have!
A great example of this can be found in Benjamin Zephaniah's novel 'Face' which propelled the interests of teenagers in casual reading due to the relatability of the content: some children do not voice their point of view because they are afraid others simply do not acknowledge their personal aspirations. It took me a long time to grow confidence in simply asking for advice from my teachers: 'How can I do this?'; 'What if I do this?'; 'Where can I improve this?'. My point is, we are intelligent enough to understand those we are relatable to, even in the presence of a foreign language.

“Art, freedom and creativity will change society faster than politics”

-Victor Pinchuck

WHAT CAN YOU DO TO FIND YOUR PATH FORWARD?

01
Be more open to others around you; share your own cultural experiences

02
Learn more about yourself; find your interests to embrace innovation

03
Be optimistic!

04
Be creative!
Cross-cultural interaction, as I say, can be very difficult. But through experiences such as international athletics, you can gain a unique understanding of how other people feel just from the activities and events you do together. All I ask is for the next time you go about your day, be mindful of those around you. Understand their cultural beliefs, so you can share yours.

“Creativity is putting your imagination to work, and its produced the most extraordinary results in human culture”

-Ken Robinson