

Mission Statement

Our Mission

We believe Creative Technology has evolved beyond being simply an "intersection of art and technology."

Creative Technology is a distinct field with its own methodologies, frameworks, and ways of thinking. **Our goal is to democratize the knowledge and resources that define this emerging discipline through a comprehensive, free online platform.**

This resource includes advice, techniques, approaches, ethical considerations, methodologies, tools, research findings, cheat sheets, glossaries, vendor directories, and a community directory of creative technologists working across the field.



Why This Matters

Creative Technology is inherently collaborative. The complexity of working across aesthetic vision, technical implementation, and material constraints means no individual or organization can master every element needed to create transformative experiences. **It takes communities to build the most innovative work.**

We've observed that competitive advantage in this field doesn't come from hoarding tools or techniques, but from unique sensibilities, taste, and problem-solving approaches. As one practitioner puts it: "just because you've seen my kitchen, doesn't mean you know how to cook." The real value lies in how we orchestrate and combine available resources, not in keeping those resources secret.

Much of our collective time is lost to re-solving problems that others have already tackled. By sharing knowledge, we can redirect energy from redundant research toward creative experimentation and innovation.

Building the Field

By contributing to this shared knowledge base, we're not just saving time—we're helping establish Creative Technology as a field with its own identity, career paths, and institutional recognition. This benefits everyone working in the space, from individual practitioners to companies seeking to attract top talent and develop more sophisticated practices.

Building Community

In creating this Almanac, we have a unique opportunity to bring creatives, technologists, engineers and everyone in between to a common digital location. The world is big, and sitting in front of a computer all day can be limiting. We can solve problems easier and faster when we work together - and we can teach each other rather than learning from the void.

Evolution

Creating and maintaining a resource can be a messy business, especially something so broad and meant to be on the cutting edge of tech. Technology will keep on moving, and parts of this resource will transition from being current and relevant to more of a historical artifact. Ideally a lot of the information should feel as timeless as possible, but we also want it to evolve with the changing space and would love to have the community help guide it to continue being a helpful reference in the future <3

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