

DAILY CREATIVE

The 5-Minute Habit To Rewire Your Brain

“Daily Creative is more than a book—it is a *movement*. We are on a mission to help *everyone* find their creative spark, feel inspired, and experience the many benefits and deep impact it can have on your life.”

Blythe Harris, Co-Founder, DailyCreative

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THE BOOK

DAILY CREATIVE: The 5-Minute Habit To Rewire Your Brain is an interactive book that helps readers turn creativity into a daily wellness practice. Designed for busy lives and short attention spans, this beautifully illustrated book helps anyone build a five-minute creative habit that sparks joy, strengthens mental agility, and rewires the brain for possibility.

Featuring 60 accessible exercises and bonus content that boosts innovation, unlocks perspective, reduces stress, and quiets perfectionism. No art skills needed. No talent required. Just curiosity, a pen, and five minutes.

WHAT'S INSIDE

A visually engaging, editorial-style mix of:

- 60 mini creative exercises that anyone can do in less than five minutes
- Warm-ups to shift mood release perfectionism
- Prompts that build cognitive flexibility
- Playful lessons on “Color” and “Principles of Design”
- Tools to develop your creative voice and build confidence



WHY DAILY CREATIVE MATTERS

Creativity is not a personality trait. It's a trainable neural pathway. Even short bursts of playful creative activity can activate the brain's reward system, increase dopamine, strengthen neuroplasticity, and lower cortisol. Five minutes a day can:

- Boost innovation, focus, and problem-solving
- Reduce stress and anxiety
- Improve mental health and emotional resilience
- Expand imagination and personal expression

WHY NOW

- Rising burnout and overwhelm make simple, accessible wellness habits essential.
- Creativity is a top future-of-work skill and a driver of mental well-being.
- Consumers are craving analog tools that offer digital relief and emotional grounding.



ABOUT THE AUTHORS

Mallory May and **Blythe Harris** are lifelong creativity advocates, design thinkers and mess makers who have spent their careers helping others connect with their innate creativity. Blythe was co-founder and chief creative officer of Stella & Dot, and has been featured in Inc., Fast Company, Vogue France, and Elle, and on the TODAY show. Mallory spent over a decade as a vice president at Sotheby's before launching a career as an artist, designer, and creative director. Her work has been featured in Vogue and exhibited at the Museum of Arts and Design in New York.

In 2020, they teamed up to launch DailyCreative.

AVAILABLE TO SPEAK & COLLABORATE

Blythe and Mallory are available for keynotes, panels, brand partnerships, and media engagements. They offer engaging, science-backed creative workshops and keynotes that explore creativity as a catalyst for personal transformation. Sample topics include: ***The 5-Minute Reset***; ***Rewiring Perfectionism***; ***Unlocking Innovation***; and ***The Art of Noticing***. They also offer free downloadable tools for charitable organizations, nursing homes, and schools.

WHAT PEOPLE ARE SAYING

“Creativity grows through curiosity, play, and engagement. This fun and useful book offers engaging practices that help people reconnect with their inner creativity.”

Scott Barry Kaufman,
Cognitive Scientist and best-selling author of *Wired To Create*

“Daily Creative makes a persuasive case for the life-changing potential of small creative practices. With warmth and intelligence, Blythe Harris and Mallory May have created a joyful guide for anyone who wants to be more creative but feels intimidated by the blank page.”

Ingrid Fetell Lee
Author and founder of *The Aesthetics of Joy*

“This is a beautiful gift. The organizing principle behind the book is impressive, offering curated, in-depth explorations of the nature of creativity in a way that is as inviting and accessible as one can imagine. I was drawn immediately into the exercises. This book is not just for the newly creative – having experienced a lifetime of joy working in the creative space, I can say that if a reader gains access to even a fraction of that world through this book, their life will be enhanced.”

Billy Crudup - award-winning actor

“The ‘Anti-Perfectionist’ Manifesto”

Rufus Griscom - Founder, Next Big Idea Club

“DailyCreative’s exercises provide just the right amount of challenge to help anyone step into a growth mindset.”

Alex Simon - Yale University

“DailyCreative didn’t just spark ideas, it unlocked a new way of thinking. Even my ‘non-creative’ teams found confidence, inspiration, and momentum through these powerful yet accessible exercises.”

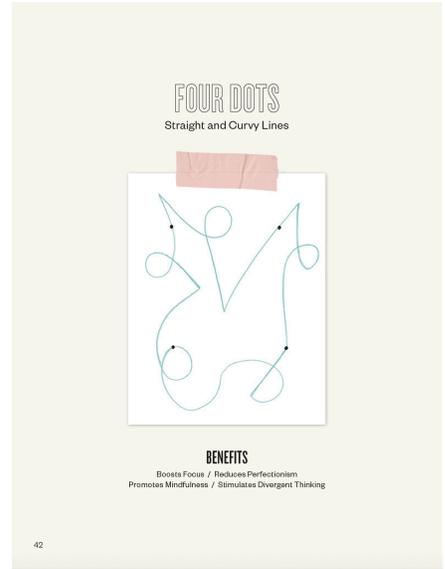
Heather Archibald - SVP, Rothy’s

BOOK EXCERPTS



WARM UP AND LET GO OF PERFECTIONISM

The fun starts here. Say goodbye to creativity killers like perfectionism and overthinking, and hello to presence and joy. When you stop focusing on results, your brain rewards you with a rush of dopamine that enhances your inner play and leads to creative flow.



FOUR DOTS

Straight and Curvy Lines

BENEFITS

Boosts Focus / Reduces Perfectionism
Promotes Mindfulness / Stimulates Divergent Thinking



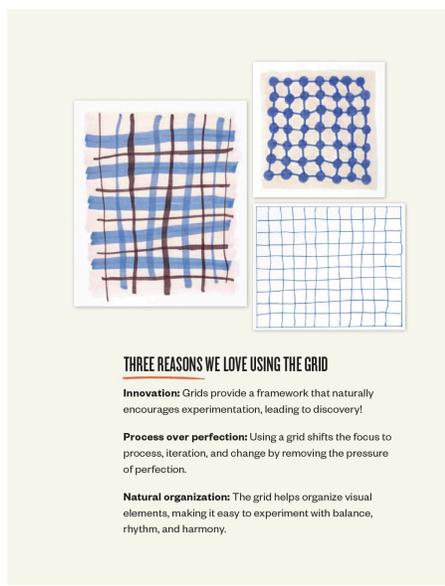
FOUND POETRY

WALK ABOUT

WALK ABOUT over the moon, the moon is a bright, glowing orb in the dark sky. It is a symbol of hope and dreams. The moon is a constant presence in our lives, and it has inspired poets and artists for centuries. It is a reminder that there is always light, even in the darkest of times.

BENEFITS

Leads to Self-Discovery / Sharpens Problem-Solving Skills
Promotes Adaptability and Divergent Thinking

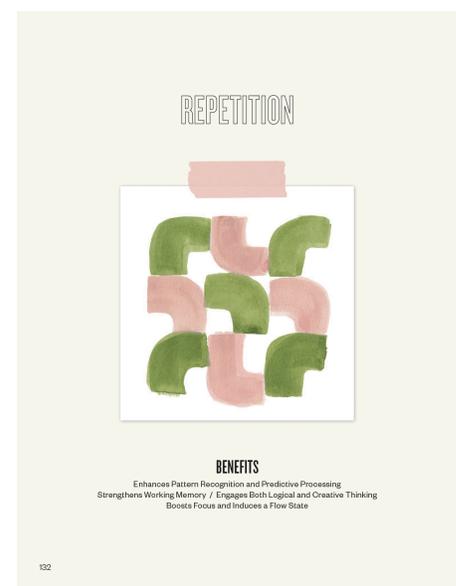


THREE REASONS WE LOVE USING THE GRID

Innovation: Grids provide a framework that naturally encourages experimentation, leading to discovery!

Process over perfection: Using a grid shifts the focus to process, iteration, and change by removing the pressure of perfection.

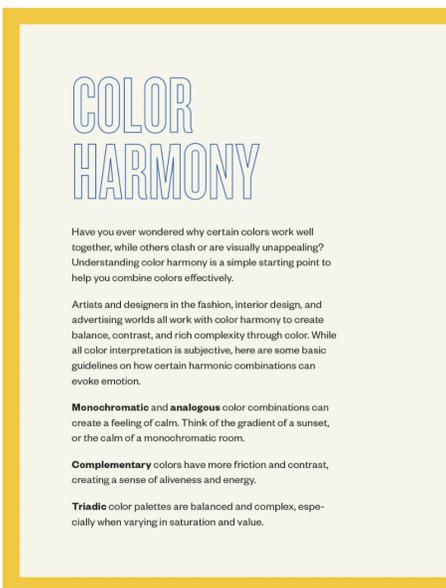
Natural organization: The grid helps organize visual elements, making it easy to experiment with balance, rhythm, and harmony.



REPETITION

BENEFITS

Enhances Pattern Recognition and Predictive Processing
Strengthens Working Memory / Engages Both Logical and Creative Thinking
Boosts Focus and Induces a Flow State



COLOR HARMONY

Have you ever wondered why certain colors work well together, while others clash or are visually unappealing? Understanding color harmony is a simple starting point to help you combine colors effectively.

Artists and designers in the fashion, interior design, and advertising worlds all work with color harmony to create balance, contrast, and rich complexity through color. While all color interpretation is subjective, here are some basic guidelines on how certain harmonic combinations can evoke emotion.

Monochromatic and **analogous** color combinations can create a feeling of calm. Think of the gradient of a sunset, or the calm of a monochromatic room.

Complementary colors have more friction and contrast, creating a sense of aliveness and energy.

Triadic color palettes are balanced and complex, especially when varying in saturation and value.



Monochromatic

A single color

Analogous

2-4 colors next to each other on the color wheel

Complementary

Colors opposite each other on the color wheel

Triadic

Any three colors spaced evenly on the color wheel



COMPLEMENTARY

BENEFITS

Builds Visual Sensitivity / Stimulates New Neural Connections
Encourages Risk-Taking