Questlove and The Balvenie Scotch Whisky Team Up for a Video Series Exploring Creativity

Creativity is highly valued but hard to quantify, an abstract concept that can seem both impossible to teach but also worthless without hard work and discipline. The Balvenie Scotch whisky is exploring the ways creativity manifests with “Quest for Craft,” a YouTube series starring Questlove kicking off its four-episode first season on Oct. 28.

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