How could we explain the creativity process? Could we say that it is reducible to some lists of «rules of thumb», that are specific and valid for different application domains, as in the case of Dave Cope’s EMI program of music composition? And, if so, could we extend such a vision to other domains, like literary or philosophical text writing or discovery in physics and other hard sciences? If we limit such a question to that of imitating the style of a certain ingenious human being in the creative process, do we have a simpler problem or is the problem analogous to the process of producing brand-new pieces of music and discovering brand-new scientific theories? In the article, all these questions are treated through an argumentative plot that, by shifting among different domains and levels of complexity, hopefully suggests the troubles we could run up against if we consider just the surface traits of creative process in order to achieve a real, deep imitation of someone’s style of creation and discovery.