In this talk, I will review and offer some reflections on the personal and intellectual history of my 40-year program of research on creativity. By highlighting a few key moments, as well as a few of my empirical, methodological, and theoretical articles, I will try to offer insights into the aspirations and exertions, the planning and serendipity, the joys and sorrows that can run through a sustained effort to explore one domain of psychological science. The research includes studies of children, college students, writers, R&D scientists, and other working adults, focusing primarily on the social psychology of creativity: the ways in which the social-psychological environment can influence creative behavior by influencing motivation, affect, and other psychological states. The talk will end with a discussion of the unexplored territory awaiting exploration by the next generation of creativity researchers.