In this talk we address some of the questions that a translator faces in the process of adapting a text from one culture to another. We pay special attention to the creative dimension of this process; on the one hand we analyse it as a process of creativity which is inherent in the act of translation itself as a discursive and social practice. Additionally, we explore the difficulties translators may encounter when translating neologisms into the target language and culture and we explore the concept of ‘creative equivalence’ in translation. The first part of the talk addresses these topics from a general perspective, while the second part focuses on a specific example of creative translation, the translation from Swedish into English of Astrid Lindgren's *Ronja, the Robber's Daughter*. 