Along with the invaluable contribution of crystallography to the advancement of science and technology, the very idea of crystal has been highly influential in the world of art and mind. The oldest of these influences is rooted in the earliest stages of the evolution of our minds before what we call consciousness emerged. Nowadays, there is a shred of incontrovertible evidence that the first objects hominins collected without any utilitarian interest were crystals of quartz and calcite. They were no arms, no tools, no jewels, just they collected the crystals because they liked it. This practice started at least 780,000 years ago, and is considered the first evidence of symbolic thought of our species. Since then, until modern times, human fascination for crystals has been deeply rooted in our brains. In this lecture, I will present my investigations on the origin of that fascination and on the impact that it could have in the evolution of the mind and in the development of arts. In the second part of the talk, I will discuss the extraordinary effect that the discovery of the connection between the external harmony, redundantly beautiful symmetry of crystals, and their internal order, periodic and iterative, have on thinking and on arts, from literature to painting, architecture to dance, and plastic art to filmmaking.