# IDEA GENERATION

INNOVATION INSPIRED BY NATURE, AUGUST 20TH, 2013

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#### INTENTION

# TO GENERATE IDEAS BASED ON YOUR CASE, NEW INSIGHTS AND VISION.

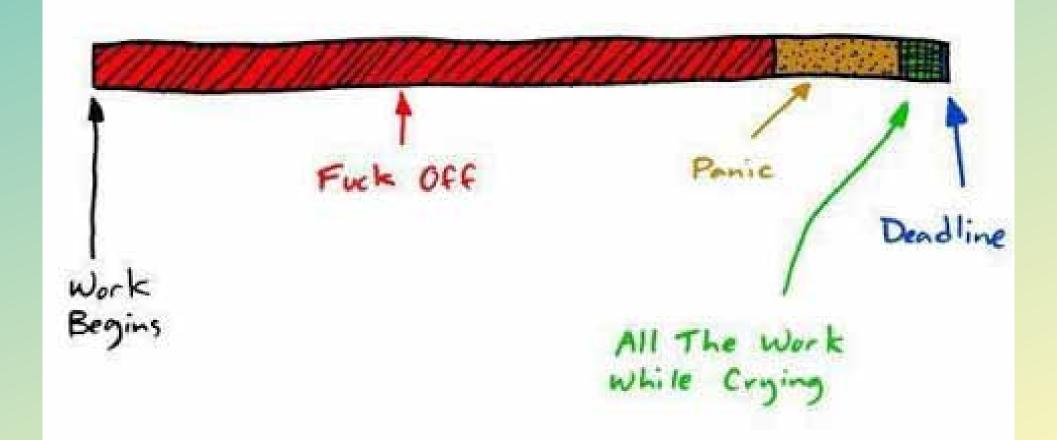
CONTEXT MAP, PROBLEMS FORMULATION, CONSTRAINTS, INSIGHTS, BIOCARDS, PERSONAL AND PROFESSIONAL KNOWLEDGE.

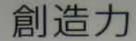
#### DESIRED OUTCOME

UNREASONABLE VISIONS. A LOT OF IDEAS. INSPIRED BY NATURE.

#### WHAT IS A CREATIVE PROCESS?

## THE CREATIVE PROCESS





#### MIMICING CREATIVITY

あるものの機能や形からヒントを得て、これまでになかった ものをつくる、あるいはできなかったことを成しとげる光。

Taking hints from existing functions and forms gives us the ability to create things that formerly did not exist or achieve things that could not be done.

「自然は人間が施す教育以上の影響力を、その内に いだいている。」 ヴォルデール(フランスの思想家)

"Nature has always had more force than education."

Voltaire, French thinker

### しついへ 創造力 SERENDIPITY

予期せぬきっかけから、価値あるものを見いだす労。

Unexpected developments give us the ability to make fortunate discoveries

「幸運の女神は準備のできた者のみにほほえみかける」 ルイ・パスツール (フランスの細菌学者)

" Fortune favors the prepared mind." Louis Pasteur, French bacteriologist

#### REMEMBER TODAY

Have fun.

Everything is excellent.

Deliver content, don't think about the process.

#### **JOURNALLING**

#### **FUTURE PULL**

#### BRAINWALKING

#### **CONFUSION TOLERANCE**

100 ideas in 10 minutes.

#### THE WORST IDEA POSSIBLE

#### COLLAGING

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