

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



創造力

MIMICING CREATIVITY

あるものの機能^{きんごう}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^{なりとげる}力。

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^{ほどこ}教育以上の影響力^{えいりょく}を、その内に
いただいている。」

ヴォルテール (フランスの思想家)

"Nature has always had more force than education."

Voltaire, French thinker

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力。

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

15 minutes.

FUTURE PULL

30 minutes.

BRAINWALKING

30 minutes.

CONFUSION TOLERANCE

100 ideas in 10 minutes.

THE WORST IDEA POSSIBLE

35 minutes.

COLLAGING

40 minutes.

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