Turning ideas & golden nuggets (Brooding) into concepts (Creation)

Academy for Leisure, Breda, IP Project 2016

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Thursday 25th of February 2016
### agenda I

1. Creativity: The relevance of Creativity for Imagineering
2. Creativity: Creativity = Simplicity
3. Creativity: Misconceptions
4. Creativity: What is it? A definition…
5. Creativity: Characteristics
   - Produce QUANTITY
   - Think VISUALLY
   - Build STRUCTURALLY
   - Create CONNECTIVELY
   - Expand your BOUNDARY
   - Change BOLDLY

6. Creativity: the process; some tips
1. The Relevance of Creativity for Imagineering

$I =$ Imagination (creativity, new innovative ideas etc.)
1. The Relevance of Creativity for Imagineering

Problems are complex – will rational thinking always provide a solution?

‘from industrial logic to networked co-creative logic’ (Nijs, 2012)
1. The Relevance of Creativity for Imagineering
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Daniel H. Pink (A Whole New Mind – While Right Brainers will rule the World)

Due to:
- Abundance (affluence – immaterial needs) ‘sharing is the new having’
- Asia (competition, costs)
- Automation (computing)

…there is a need for ‘High Concept’ (=Ima!) and ‘High Touch’

HIGH CONCEPT: = ‘The ability to create artistic and emotional beauty, to detect patterns and opportunities, to craft a satisfying narrative, and to combine seemingly unrelated ideas into a noel invention.’ (= Molecule Principle!)

HIGH TOUCH: = ‘The ability to empathize, to understand the subtleties of human interaction, to find joy in one’s self and to elicit it in others, and to stretch beyond the quotidian, in pursuit of purpose and meaning.’

Question: to what ACTIVE aspect could you link HIGH TOUCH?
1. The Relevance of Creativity for Imagineering

Daniel H. Pink (A Whole New Mind – While Right Brainers will rule the World)

- MFA (Master of Fine Arts) is the new MBA (Master of Business Administration)

- 1993: 61% of McKinsey’s Management recruits were MBA students
- 2003: 43% of McKinsey’s Management recruits were MBA students

- ‘More Americans today work in arts, entertainment, and design than work as lawyers, accountants and auditors’
1. The Relevance of Creativity for Imagineering

Daniel H. Pink (A Whole New Mind – While Right Brainers will rule the World)

According to the latest research, IQ accounts for what portion of career success?

A. 50 – 60 %
B. 35 – 45 %
C. 23 – 29 %
D. 15 – 20 %

Answer: between 4 and 10 percent
Logic will get you from A to B...

Imagination will take you everywhere.

- Albert Einstein
1. The Relevance of Creativity for Imagineering

You need...

- **knowledge**
  - Analysis (A-Phase)

- **Inspiration**
  - New ideas (B & C phase)
  - *Imagineering notebook!*
The Fusion

Analysis

Imagination
The brainstorm
2. creativity = simplicity

All great things start with a simple idea/ concept…
2. creativity = simplicity

No certainty on output
No control on the process

vulnerability

No interest to change
Knowledge how to do it
3. Creativity; Misconceptions

1. Creativity = artistic
2. Creativity = intense thinking about a subject
3. Creativity = only talent
4. ‘You are either creative or you’re not! You can’t learn it!’
5. ‘Creativity is batik work or flower arranging. It’s for softies’
6. ‘My boss (supervisor, lecturer etc) keeps me from being creative’
7. ‘I don’t have the time for creativity’
8. ‘We already do brainstorming sessions’

(Byttebier & Vullings – Creativity Today)
3. Creativity; Misconceptions

1. creativity = artistic
3. Creativity; Misconceptions

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sir Isaac Newton</td>
<td>founder classic mechanics (gravity)</td>
</tr>
<tr>
<td>2</td>
<td>Albert Einstein</td>
<td>theory of relativity</td>
</tr>
<tr>
<td>3</td>
<td>Niels Bohr</td>
<td>founder quantum mechanics</td>
</tr>
<tr>
<td>4</td>
<td>Charles Darwin</td>
<td>evolution theory</td>
</tr>
<tr>
<td>40</td>
<td>Christiaan Huygens</td>
<td>discoverer midpoint flying force</td>
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Source: (Simmons, the Scientific 100)
3. Creativity; Misconceptions

‘Little C’ creativity (individualistic definition (psychology):

‘Creativity is a new mental combination that is expressed in the world.’

Your first time…

- Cooking with a new ingredient
- Finding a new route
- Solving a problem
- Learning a task
- Etc.…

(R. Keith Sawyer ‘Explaining Creativity’ (2012))
2. creativity = intense thinking about the subject
3. Creativity; Misconceptions
3. Creativity; Misconceptions

Pablo Picasso - Guernica
3. Creativity; Misconceptions

3. creativity = only talent
4. creativity; what is it? A definition…
4. creativity; what is it? A definition…

- something beautiful?
- something esthetic?
4. creativity; what is it? A definition…

iBrace

Something new?

Apple introduces iVacy
4. creativity; what is it? A definition…

Something unexpected?
4. creativity; what is it? A definition…

Something positive?
4. creativity; what is it? A definition…

‘The process that leads to new strategic solutions as well as the introduction of such.’

Source: (Nijs & Peeters, 2002)
Creativity is a *mental process* involving the *discovery of new ideas or concepts*, or *new associations* of the existing ideas or concepts, fueled by the process of either *conscious* or *unconscious* insight.
4. creativity; what is it? A definition…

‘LITTLE C’ creativity
The so called: Individualistic Definition (psychology):

‘Creativity is a new mental combination that is expressed in the world.’

‘BIG C’ creativity
The so called: Sociocultural Definition:

‘Creativity is the generation of a product that is judged to be novel and also to be appropriate, useful or valuable by a suitably knowledgeable social group’.

Source: R. Keith Sawyer, ‘Explaining Creativity’ (2012)
4. Creativity; what is it? A definition...

...for me? It's something new...
(creating new combinations)

Useful tool:
The Molecule Principle!

...acknowledged by others
5. creativity; characteristics
5. creativity; characteristics

our brain: law & order:
1. creativity = disorder

Source: (Nijs & Peeters, 2002)
2. Creativity = acknowledgement

Source: (Chiskszentmihalyi, 1998)
creativity = unconscious thinking

3: Incubation

creativity = unconscious thinking
5. creativity; characteristics

‘The main difference between Newton and Einstein on the one hand, and ordinary mortals on the other hand is not (at least to a much lesser extent), the fact that their consciousness was so much smarter than other’s. The reason lies in their genius unconsciousness’.

‘Art (and science….) depends on inspiration, which is simply another word for a productive unconsciousness.’

‘No reasoning can ever give us a new, original idea’

Source: (Dijksterhuis, 2007)

Source: (Hume)
5. creativity; characteristics (Derren Brown - subliminal advertising)
4: Divergent & Convergent thinking

1. Divergent thinking: To generate many possible ideas/solutions, spontaneous, flee-flowing

2. Convergent thinking: logical thinking aimed at solution
Left brain

I am the left brain.
I am a scientist. A mathematician.
I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
I am in control. A master of words and language.
I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

Right brain

I am the right brain.
I am creative. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am everything I wanted to be.
6. creativity; how do I do it? the Y-factors
6. creativity: How do I do it? Some practical tips…
Expand!/ make lists!:

...of related words (use synonyms etc.) www.visualthesaurus.com

...of related topics

...of related associations, in order to:

shift focus
6A Creativity: How do I do it? Produce Quantity

Your weapon...
6B Creativity: How do I do it? Think Visually

Use stock image data bases
Google images &
visually orientated websites

(www.istock.com)
(www.gettyimages.com)
6C Creativity: How do I do it? Build structurally

Look for structure:

There are always links, relations & common ground
connect the unconnectable

Look for connections which at first might have nothing in common
6D Creativity: How do I do it? Create connectively
6D Creativity: How do I do it? Create connectively

Question conventions and convictions
Look for contrasts

Imagine: happy granates...
6D Creativity: How do I do it? Create connectively.
How do others deal with such a challenge?

Enlarge your inspirational field. Look at the world of film, tv, events, magazines, literature, music, design, industry etc.
Stuck? Don’t give up: force a change

E.g. Surround yourself with the topic/ change setting

6F Creativity: How do I do it? Change Boldly
Stuck? Don’t give up: force a change

E.g. Give each other some homework on other techniques
Stuck? Don’t give up: force a change

E.g. involve a new brilliant team member with a new perspective
7. creativity; the process; some tips
7. creativity; the process; some tips

1 Plan at least 2 brainstorms per Imagineering term
   (vision, concept, product and even visualization)

2 Plan incubation time!

    *Don’t look directly for the right solution; circle around it.*

Rules of engagement:
• postpone your judgement
• avoid rational thinking
• Let yourself go
• Associate as free as possible
• Quantity is desired
• Enlarge your imagination
• Everything is possible, but foremost:

Source: (Witteveen, 2006)
Take Your Time…
let it simmer

7. creativity; the process; some tips (4) (take your time)

IF AT FIRST YOU DON'T SUCCEED, TRY, TRY AGAIN!

(AMERICAN PROVERB)
8. Out of the box
But foremost…

Good

and have fun!