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AALBORG UNIVERSITY
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Toolbox for creativity

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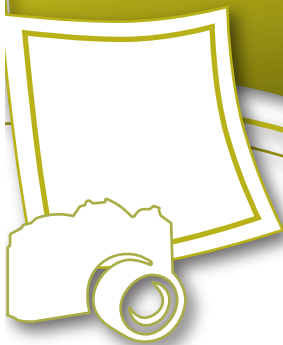
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PLAYING CARD

PICTURE

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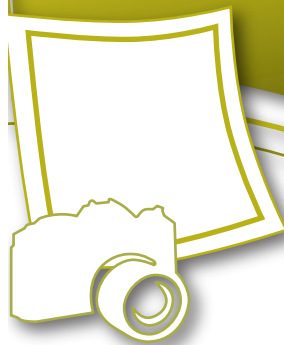


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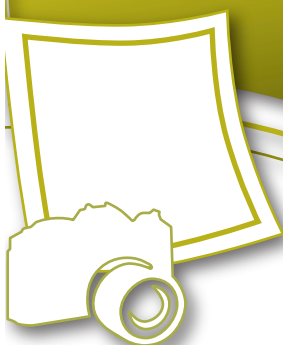


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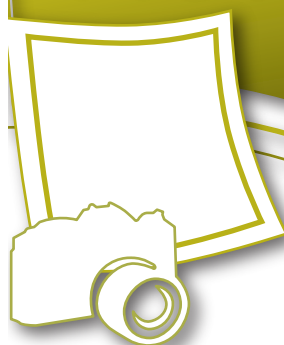


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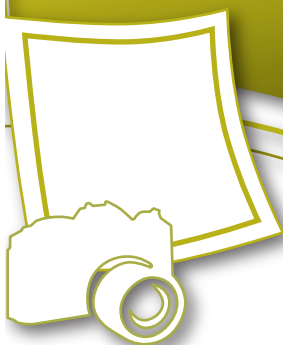


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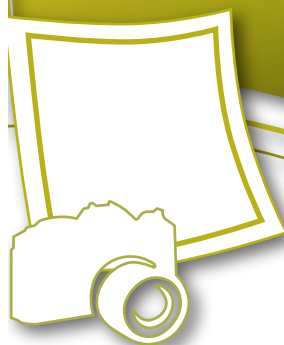


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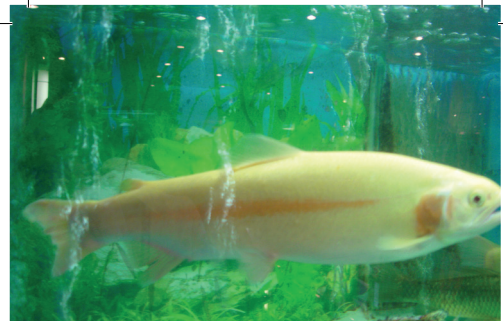
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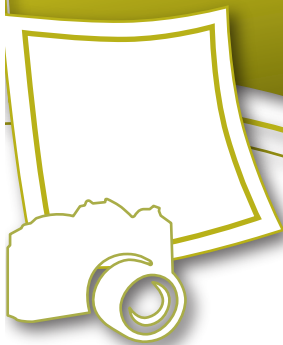
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SOFA

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PITCHER

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SOLAR CELLS

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KETCHUP

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DRILL



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WARSHIP



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KEYBOARD



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WORD

BOW



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WORD

SOFA



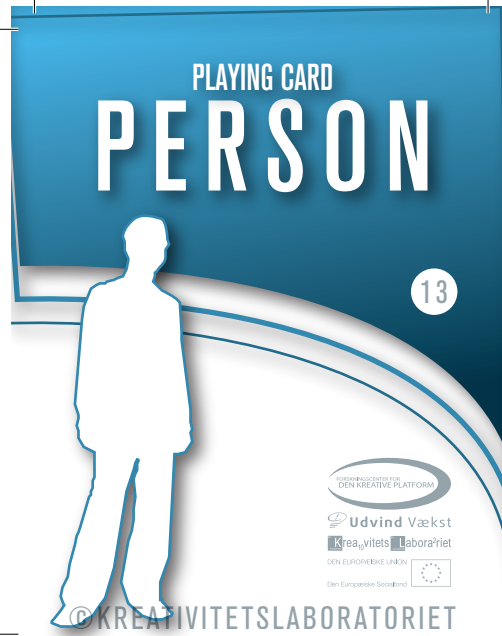
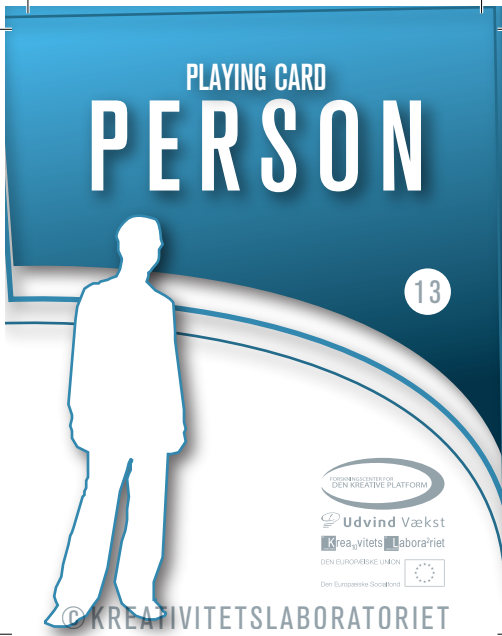
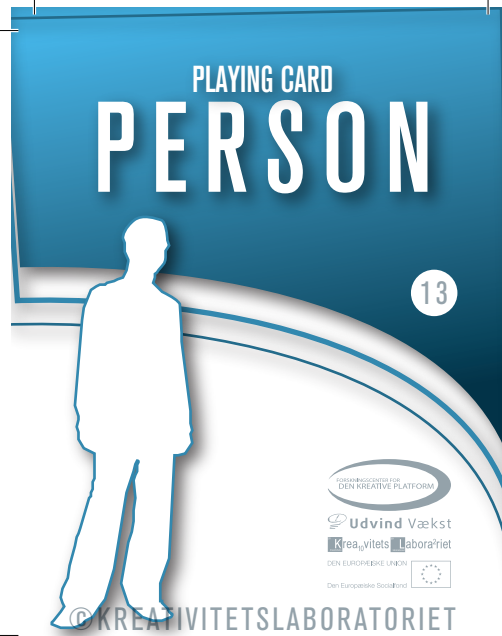
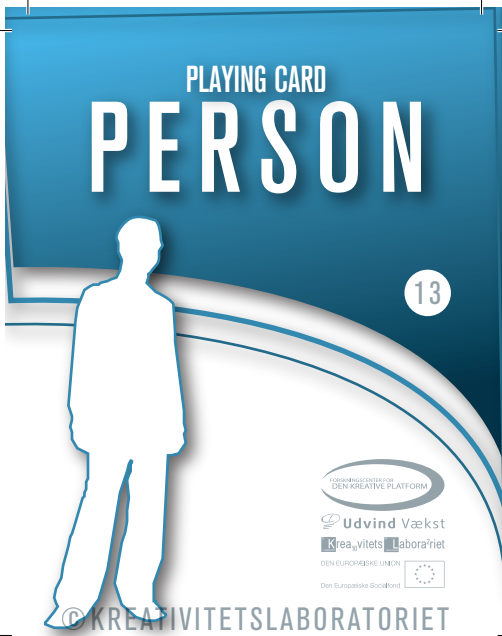
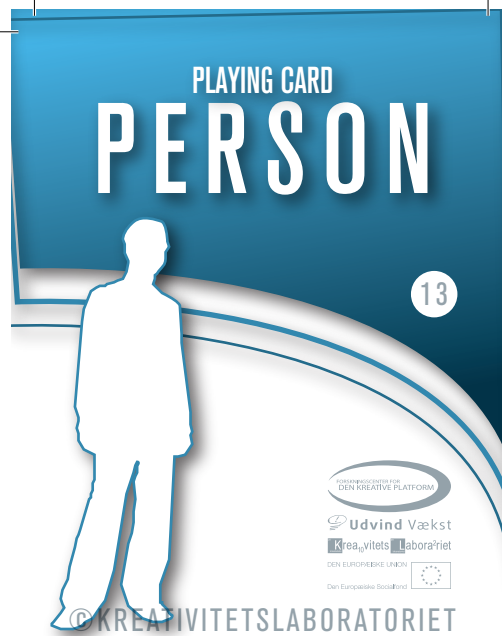
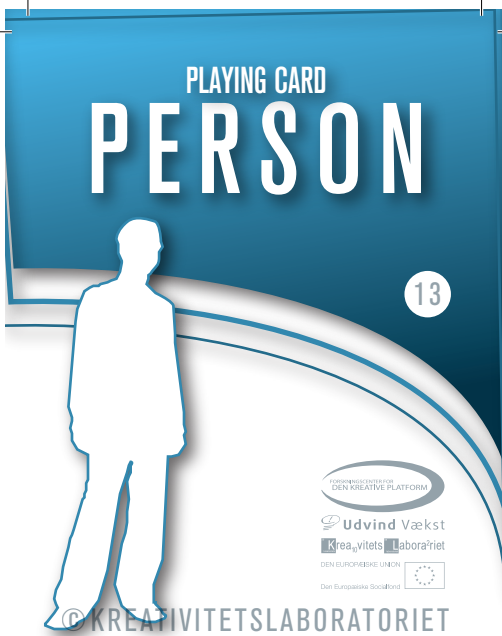
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WORD

CANNON



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PERSON



IF A **STOCKBROKER** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD HE COME UP WITH?

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PERSON



IF A **GUIDE** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

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PERSON



IF A **MARKETING MANAGER** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD HE COME UP WITH?

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PERSON



IF A **SNAKE CHARMER** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

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PERSON



IF A **CHARMER** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

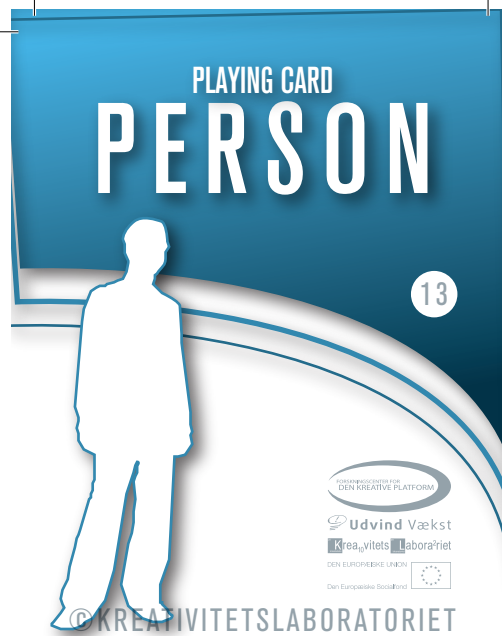
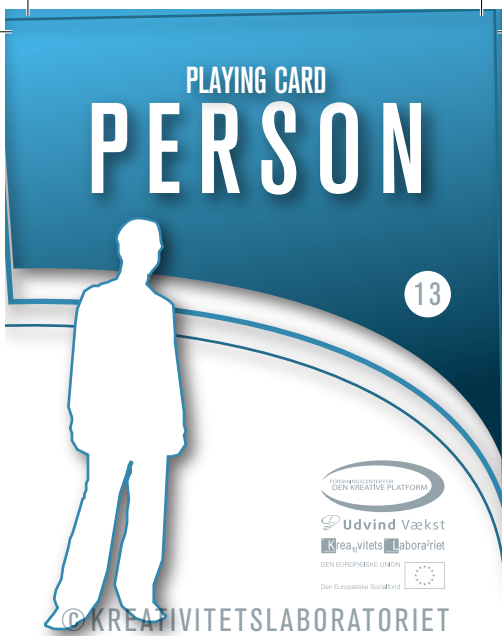
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PERSON



IF A **GOLD DIGGER** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD HE COME UP WITH?

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PERSON



IF A **MESSAGE THERAPIST** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

PERSON



IF AN **ACTOR** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD HE COME UP WITH?

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CHALLENGE



THE SOLUTION SHOULD BE ABLE TO BE USED BY A THREE-YEAR-OLD

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CHALLENGE



THE SOLUTION MUST USE SOLAR CELLS

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CHALLENGE



THE SOLUTION MUST BE ABLE TO FREEZE

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CHALLENGE

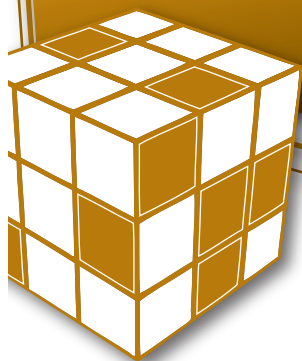


THE SOLUTION MUST BE PRESSURE SENSITIVE

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PLAYING CARD
CHALLENGE

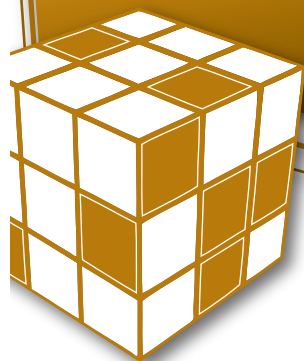


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CHALLENGE

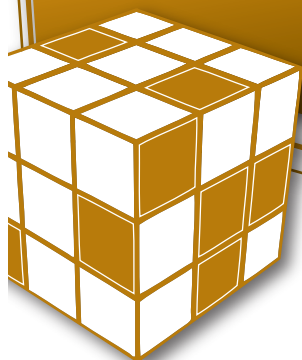


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CHALLENGE

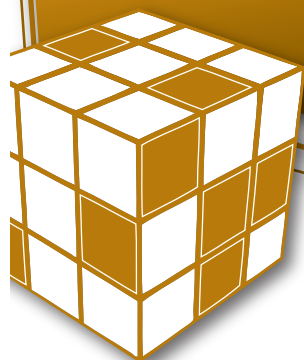


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PLAYING CARD
CHALLENGE



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PLAYING CARD
UP-SIDE-DOWN



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PLAYING CARD
UP-SIDE-DOWN



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CHALLENGE



THE SOLUTION MUST NOT BE
CONNECTED TO THE GROUND

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CHALLENGE



THE SOLUTION SHOULD BE USED BY A
DRUMMER

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UP-SIDE-DOWN



WHY IS A SAW THICKER THAN A PLANE?

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CHALLENGE



THE SOLUTION MUST BE ABLE TO BE
HIDDEN

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CHALLENGE



THE SOLUTION MUST EMIT LIGHT RAYS

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UP-SIDE-DOWN



WHY IS AN AIRBAG LESS FLEXIBLE THAN A
GYMNAST?

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PLAYING CARD
UP-SIDE-DOWN

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PLAYING CARD
UP-SIDE-DOWN

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UP-SIDE-DOWN

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UP-SIDE-DOWN

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UP-SIDE-DOWN

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PLAYING CARD
UP-SIDE-DOWN

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UP-SIDE-DOWN



WHY IS A HOB COLDER THAN A SNOWBALL?

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UP-SIDE-DOWN



WHY IS A PENCIL SMARTER THAN A PERFUME?

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UP-SIDE-DOWN



WHY IS ONE PIN LARGER THAN A CLASSROOM?

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UP-SIDE-DOWN



WHY IS A STRETCHER THE OPPOSITE OF A SODA?

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UP-SIDE-DOWN



WHY IS A BUMPER SOFTER THAN A PILLOW?

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UP-SIDE-DOWN



WHY IS A DRILL SOFTER THAN A BED?

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PLAYING CARD

PRINCIPLE

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PLAYING CARD

PRINCIPLE

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PRINCIPLE

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PRINCIPLE

APPLY THE PRINCIPLE OF A BEAUTY CONTEST IN THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE THAT THE MOST IMPORTANT ELEMENT IN THE SOLUTION IS ONLY TEMPORARILY AVAILABLE

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PRINCIPLE

APPLY THE PRINCIPLE OF A "SNOWBALL EFFECT" IN THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF DICTATORSHIP OF THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF PERIODIC FUNCTION OF THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF DRIVE-IN OF THE MAIN ELEMENTS OF THE SOLUTION

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PLAYING CARD

PRINCIPLE

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PRINCIPLE

APPLY THE PRINCIPLE THAT THE MOST
IMPORTANT ELEMENT IN THE SOLUTION
MUST VANISH

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PRINCIPLE

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PRINCIPLE

APPLY THE PRINCIPLE OF PYRAMID
SCHEMES IN THE SOLUTION

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