



Aalborg Universitet

**AALBORG UNIVERSITY**  
DENMARK

## Toolbox for creativity

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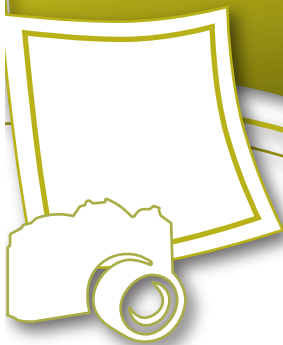
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PLAYING CARD

# PICTURE

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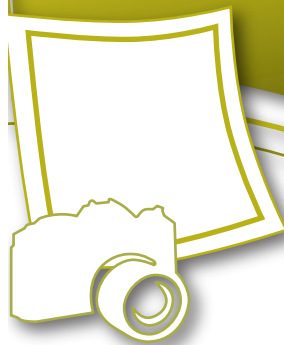


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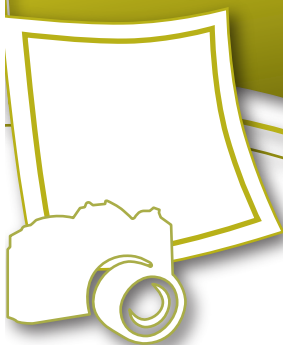


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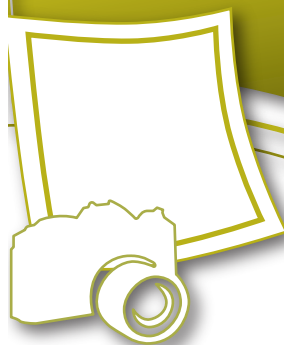


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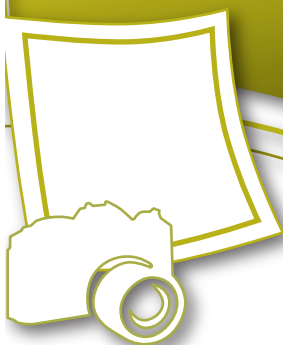


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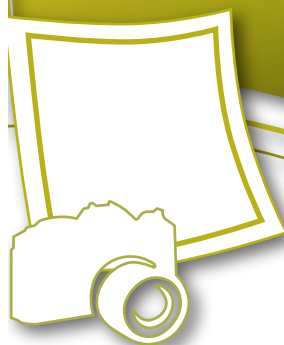


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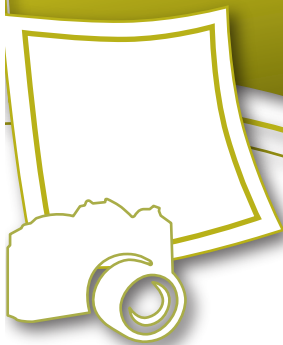




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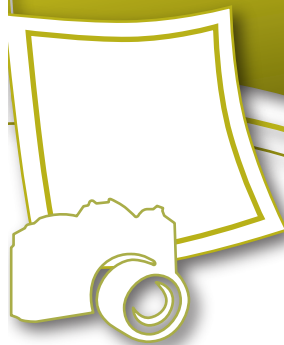


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# PICTURE

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# WORD

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PLAYING CARD

# WORD

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PLAYING CARD

# WORD

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# WORD

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WORD

STICKER

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PRISON

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WORD

LOT

WORD

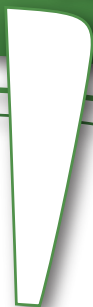
EYE

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PLAYING CARD  
**WORD**

3



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**WORD**

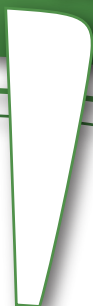
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**WORD**

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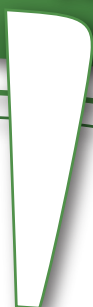
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PLAYING CARD  
**WORD**

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PLAYING CARD  
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STEERING WHEEL



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LOCK



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BURGER



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PRINTER



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EXCAVATOR



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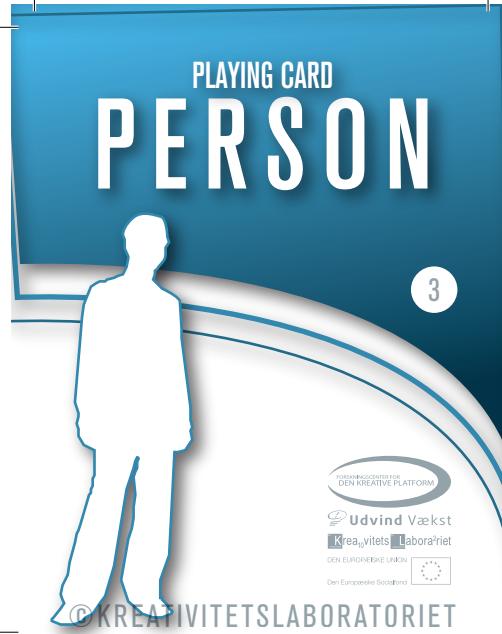
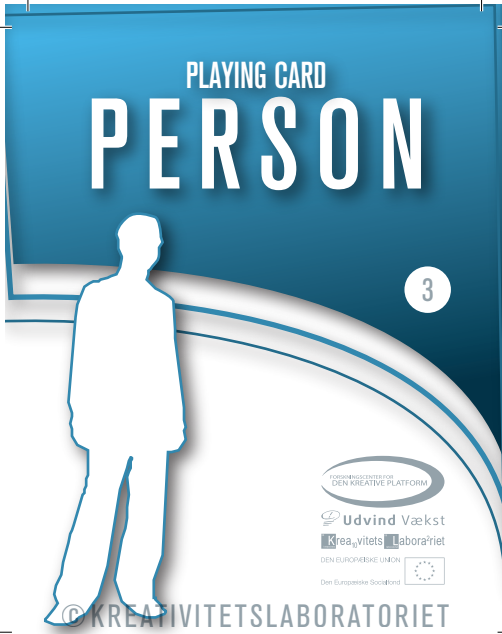
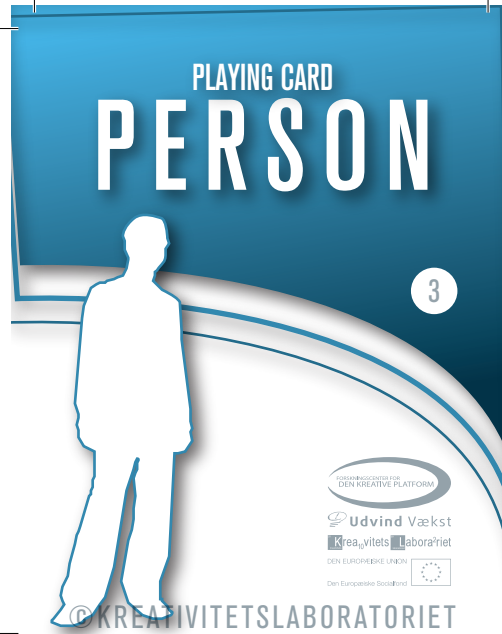
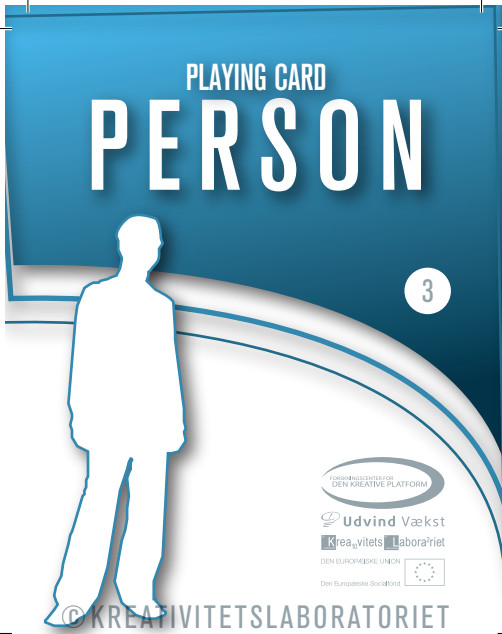
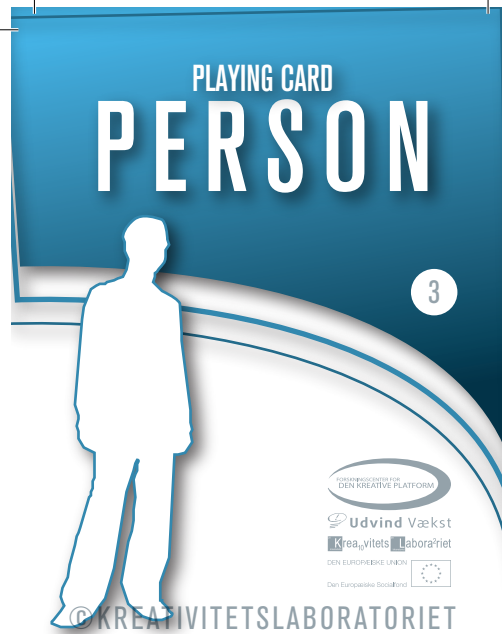
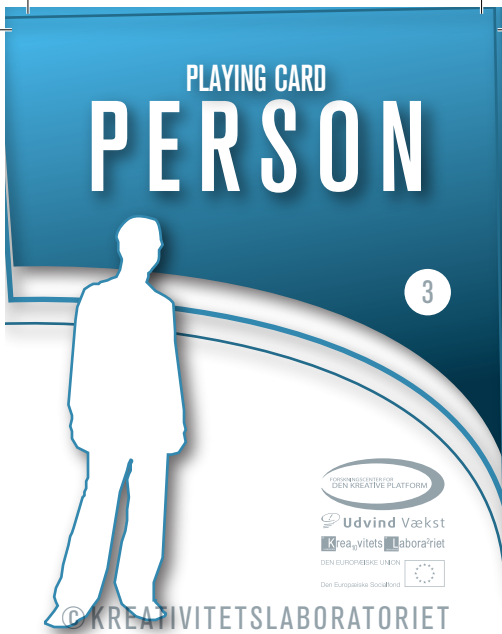
WORD

WORLD MAP



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PERSON



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

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PERSON



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

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PERSON



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

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PERSON



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

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PERSON



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

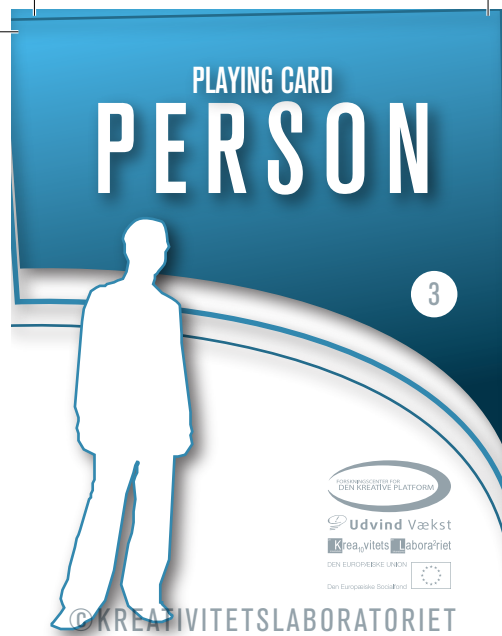
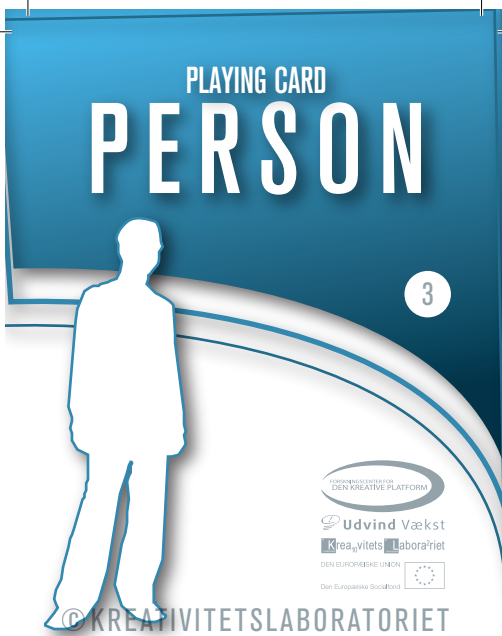
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PERSON



IF AN **AIRCRAFT MECHANIC** WAS HIRED TO SOLVE THIS PROBLEM, WHAT IDEAS WOULD SHE COME UP WITH?

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# PERSON



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

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# PERSON



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

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# CHALLENGE



THE SOLUTION MUST BE ABLE TO BE BLENDED

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# CHALLENGE



THE SOLUTION MUST BE ABLE TO BE DONE BY TWO PEOPLE WHO DO NOT KNOW EACH OTHER

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# CHALLENGE



THE SOLUTION SHOULD BE USED AS A BOTTLE OPENER

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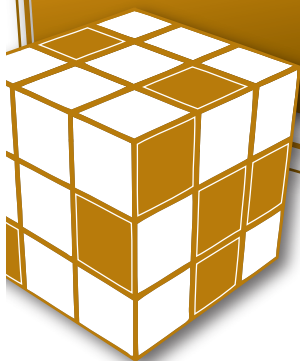
# CHALLENGE



THE SOLUTION MUST BE TRIANGULAR

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PLAYING CARD  
**CHALLENGE**

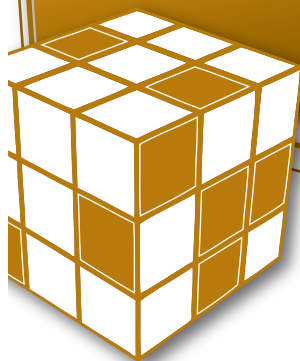


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**CHALLENGE**

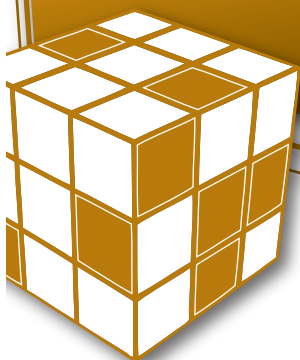


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**CHALLENGE**

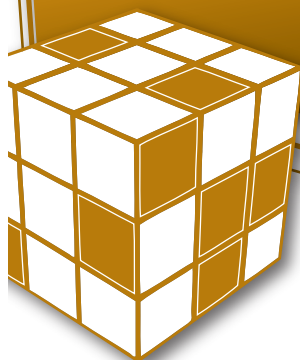


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PLAYING CARD  
**CHALLENGE**



3



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PLAYING CARD  
**UP-SIDE-DOWN**



3



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PLAYING CARD  
**UP-SIDE-DOWN**



3



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# CHALLENGE



THE SOLUTION MUST BE ABLE TO BE USED  
BY A 90-YEAR-OLD

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# CHALLENGE



THE SOLUTION SHOULD BE USED AS A  
LIFESAVER

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# UP-SIDE-DOWN



WHY IS A FEATHER HEAVIER THAN A DRINK?

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# CHALLENGE



THE SOLUTION MUST BE ABLE TO BE DONE  
BY A VOLUNTEER

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# CHALLENGE



THE SOLUTION MUST BE CIRCULAR

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# UP-SIDE-DOWN



WHY IS A FISH BIGGER THAN A WHALE?

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PLAYING CARD  
**UP-SIDE-DOWN**

3



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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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PLAYING CARD  
**UP-SIDE-DOWN**

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# UP-SIDE-DOWN



**WHY IS A CAMP FIRE, THE OPPOSITE OF A BEACH?**

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# UP-SIDE-DOWN



**WHY IS A BOOK LIGHTER THAN PORRIDGE?**

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# UP-SIDE-DOWN



**WHY IS A NEEDLE SAFER THAN A SEAT BELT?**

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# UP-SIDE-DOWN



**WHY IS SCHOOL BUS SMALLER THAN AN ALARM CLOCK?**

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# UP-SIDE-DOWN



**WHY IS AN ICE CREAM THICKER THAN A BRICK WALL?**

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# UP-SIDE-DOWN



**WHY IS A DESSERT MORE HEALTHY THAN A CHIMNEY?**

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PLAYING CARD

# PRINCIPLE

3



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PLAYING CARD

# PRINCIPLE

3



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PLAYING CARD

# PRINCIPLE

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PLAYING CARD

# PRINCIPLE

3



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# PRINCIPLE

APPLY THE PRINCIPLE OF AN EMERGENCY  
STOP IN THE SOLUTION

# PRINCIPLE

APPLY THE PRINCIPLE THAT PERSONS BOTH  
WITH AND WITHOUT INTERNET CAN USE THE  
SOLUTION

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# PRINCIPLE

APPLY THE PRINCIPLE OF REUSING THE  
SOLUTION

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# PRINCIPLE

APPLY THE PRINCIPLE OF "FOLLOW UP" IN  
THE SOLUTION

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# PRINCIPLE

APPLY THE PRINCIPLE OF A FORE SIGHT IN  
THE SOLUTION

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# PRINCIPLE

APPLY THE PRINCIPLE OF DIFFERENT  
LANGUAGES IN THE SOLUTION

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