

Aalborg Universitet



Toolbox for creativity

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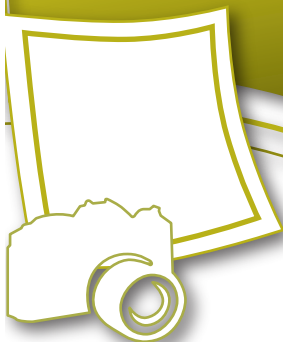
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PLAYING CARD

PICTURE

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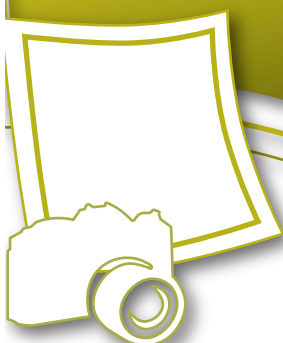


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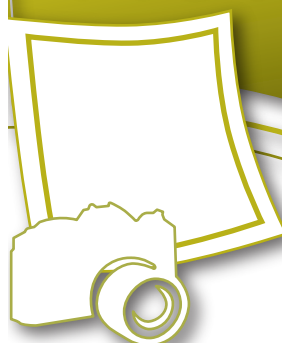


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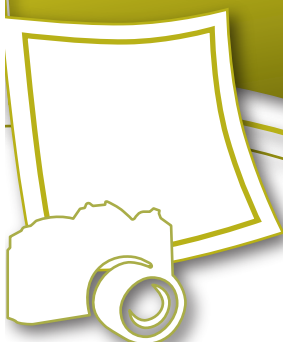


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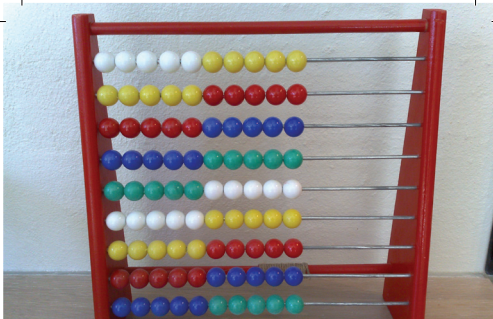
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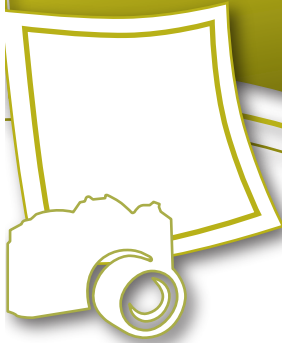
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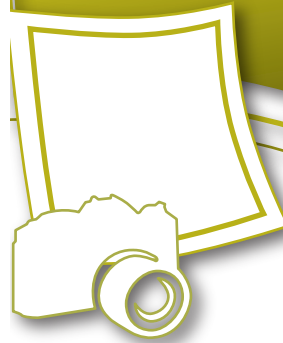


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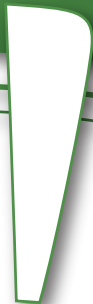


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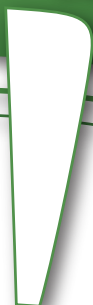


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BUDGET

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LIFT

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WISHLIST

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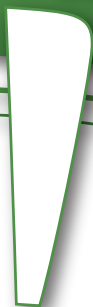
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ERASER

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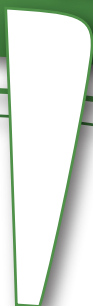
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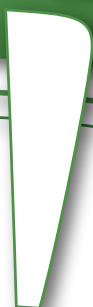
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BRUSH



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STABLE



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LEXICON



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WIRE



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WORD

MALL



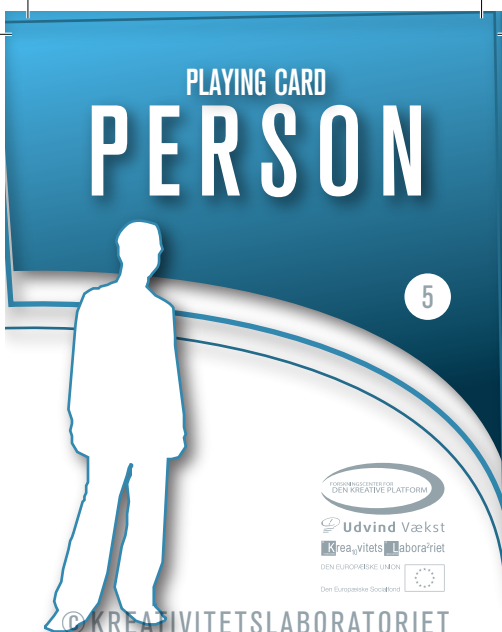
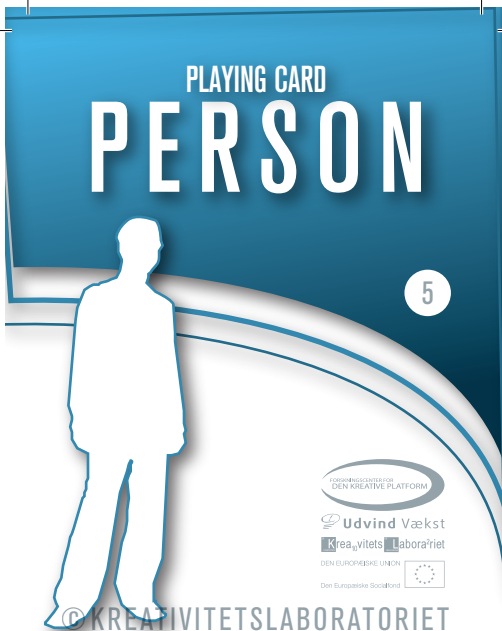
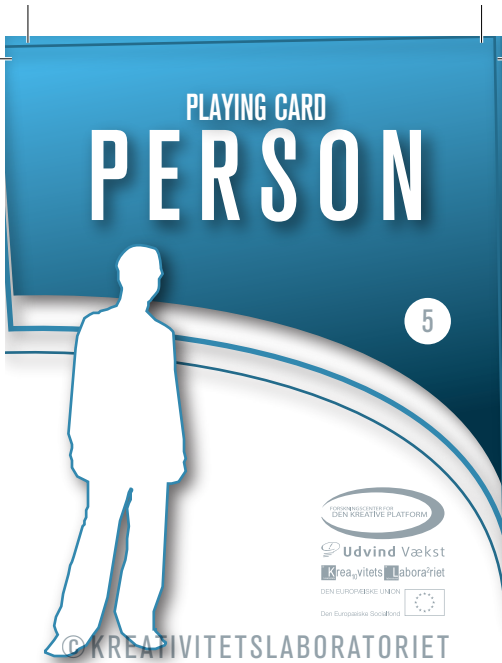
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WORD

ENGINE



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PERSON



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

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PERSON



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

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PERSON



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

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PERSON



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

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PERSON



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

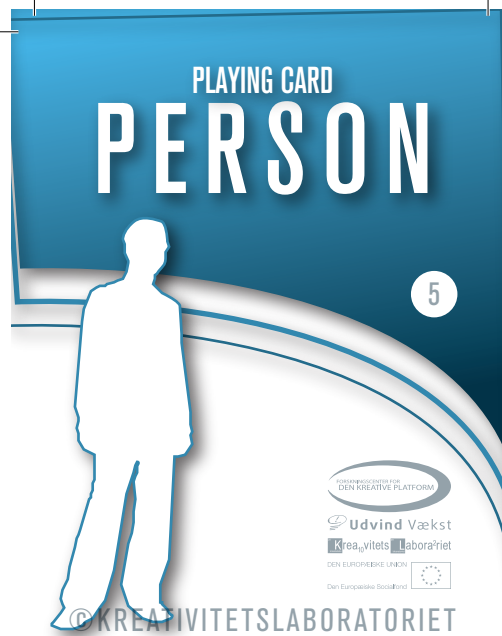
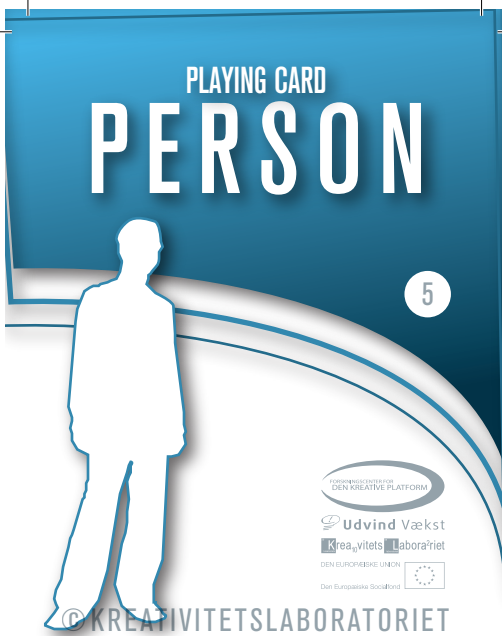
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PERSON



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

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PERSON



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

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PERSON



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

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CHALLENGE



THE SOLUTION SHOULD BE USED BY A DJ

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CHALLENGE



THE SOLUTION MUST BE ABLE TO BE DONE BY EXACTLY THREE PEOPLE

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CHALLENGE



THE SOLUTION SHOULD BE USED AS A BASS DRUM

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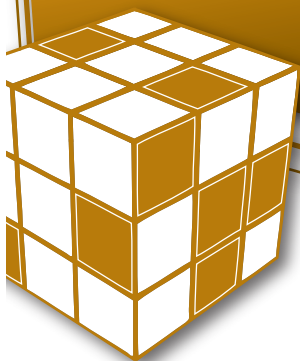
CHALLENGE



THE SOLUTION MUST BE AVAILABLE FOR FREE

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PLAYING CARD
CHALLENGE

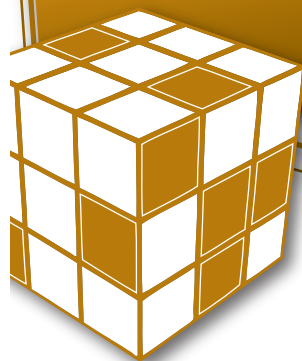


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CHALLENGE

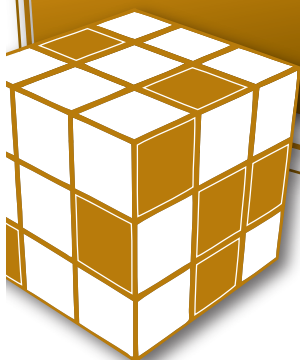


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CHALLENGE

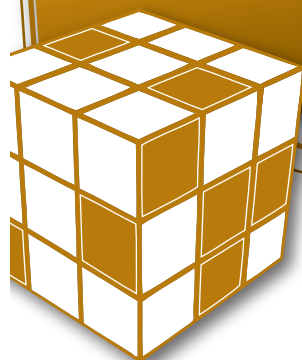


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PLAYING CARD
CHALLENGE



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PLAYING CARD
UP-SIDE-DOWN



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PLAYING CARD
UP-SIDE-DOWN



5



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CHALLENGE



THE SOLUTION SHOULD BE ABLE TO BE USED
BY A MINI MAN

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CHALLENGE



THE SOLUTION SHOULD BE USED AS A
TOOTHBRUSH

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UP-SIDE-DOWN



WHY IS A CIRCUS MORE DANGEROUS THAN
A RAT TRAP?

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CHALLENGE



THE SOLUTION MUST BE ABLE TO SEND OUT
SOUND

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CHALLENGE



THE SOLUTION MUST BE QUICK TO
DISTRIBUTE

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UP-SIDE-DOWN



WHY IS A PEACE PIPE FASTER THAN A
KETTLE?

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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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PLAYING CARD
UP-SIDE-DOWN

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UP-SIDE-DOWN



WHY IS A MANHOLE BIGGER THAN A TOWER?

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UP-SIDE-DOWN



WHY IS A SWORD GENTLER THAN A NAPKIN?

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UP-SIDE-DOWN



WHY IS A STAMP THICKER THAN A VACUUM CLEANER?

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UP-SIDE-DOWN



WHY IS A FUR COAT CHEAPER THAN A DUSTBIN?

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UP-SIDE-DOWN



WHY IS A SEMICIRCLE SMARTER THAN A STUDY?

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UP-SIDE-DOWN



WHY IS A METAL SCREW MORE EXPENSIVE THAN A GOLD WATCH?

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PLAYING CARD

PRINCIPLE

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PLAYING CARD

PRINCIPLE

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PLAYING CARD

PRINCIPLE

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PRINCIPLE

APPLY THE PRINCIPLE OF A HOTEL IN THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF SHORTENING THE LONGEST ELEMENTS IN THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF A CAMERA IN THE SOLUTION

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PRINCIPLE

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

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PRINCIPLE

APPLY THE PRINCIPLE OF NEGATIVE PRESSURE IN THE SOLUTION

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PRINCIPLE

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

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PLAYING CARD

PRINCIPLE

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PRINCIPLE

APPLY THE PRINCIPLE OF ENLARGENING THE
MAIN ELEMENTS OF THE SOLUTION, AND
THEN "DO THE OPPOSITE OF"

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PLAYING CARD

PRINCIPLE

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PRINCIPLE

APPLY THE PRINCIPLE OF ALTERNATING
CURRENT IN THE SOLUTION

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