

Aalborg Universitet



## Toolbox for creativity

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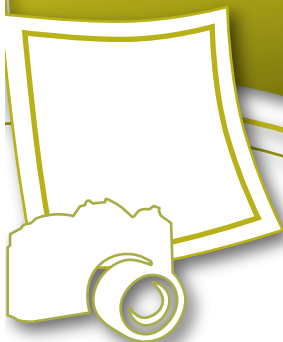
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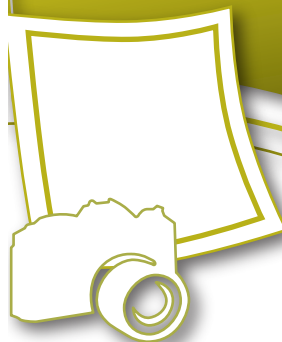


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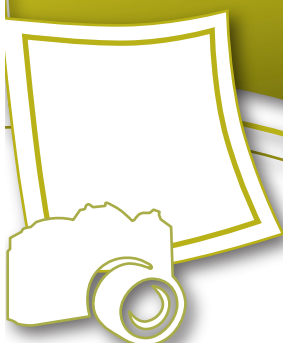


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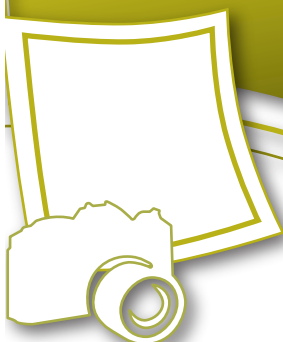


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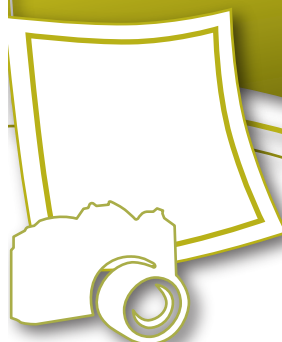


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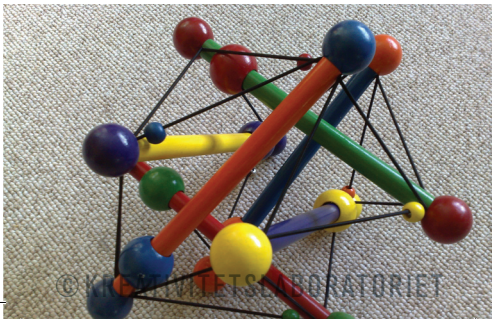
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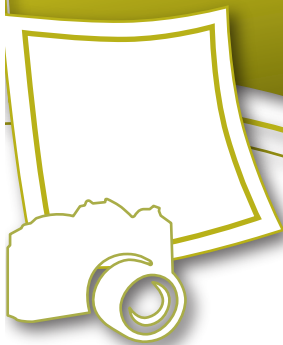




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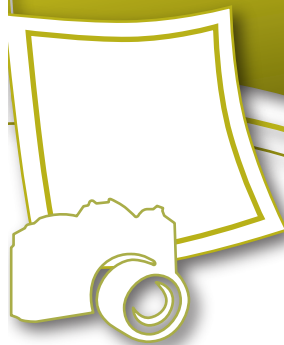


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WORD

DVD



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SPADE



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PLATE



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LADDER



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DUSTBIN



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WATERSPORT



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CLOWN



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BOXING GLOVES



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SPACESHIP



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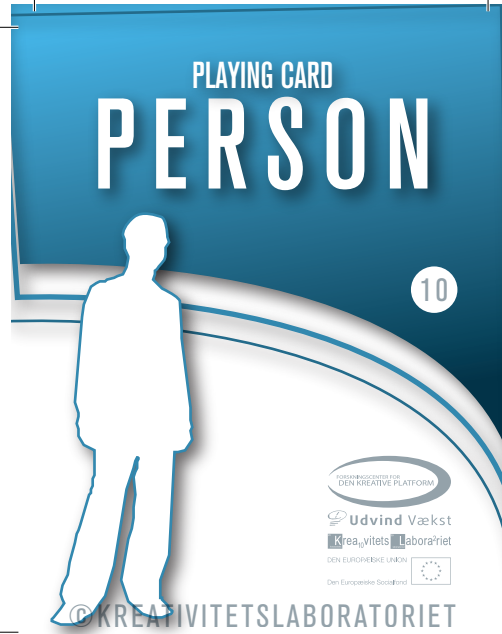
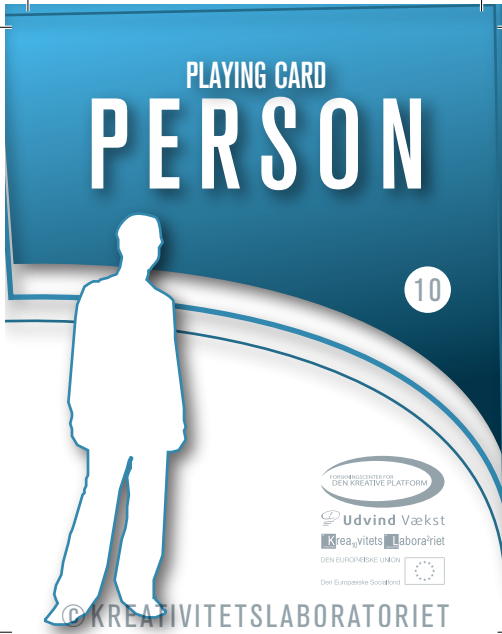
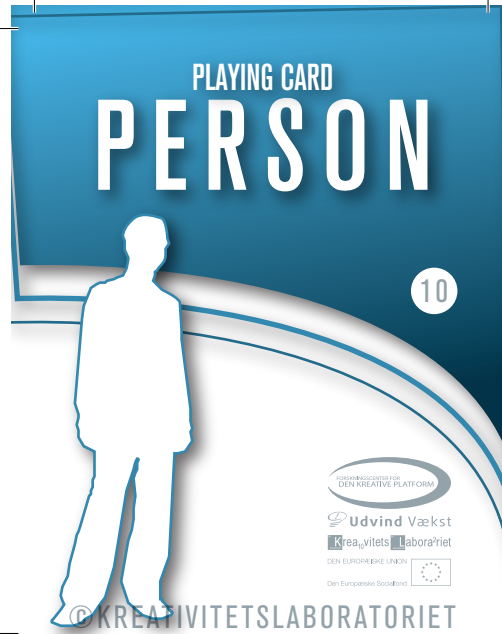
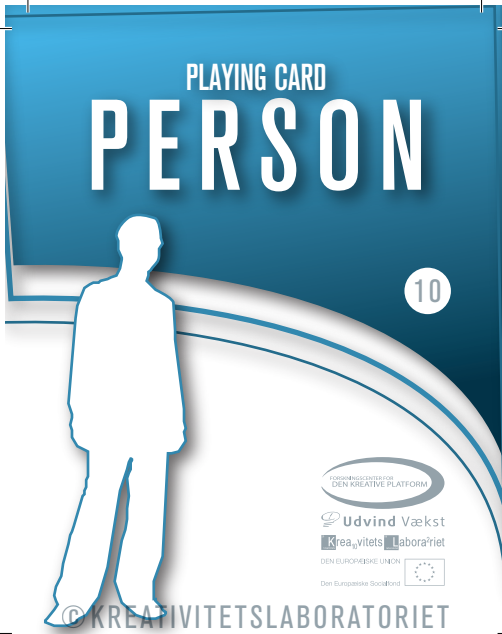
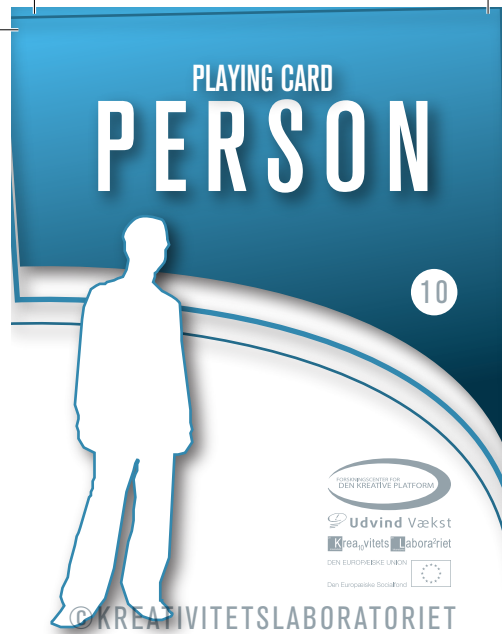
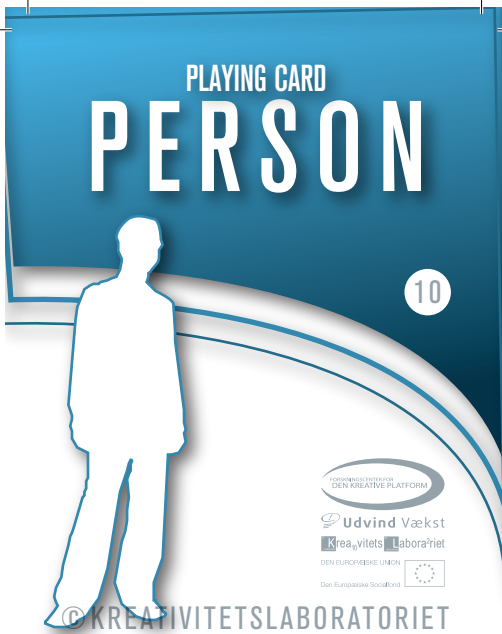
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KNIFE



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PERSON



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

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PERSON



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

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PERSON



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

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PERSON



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

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

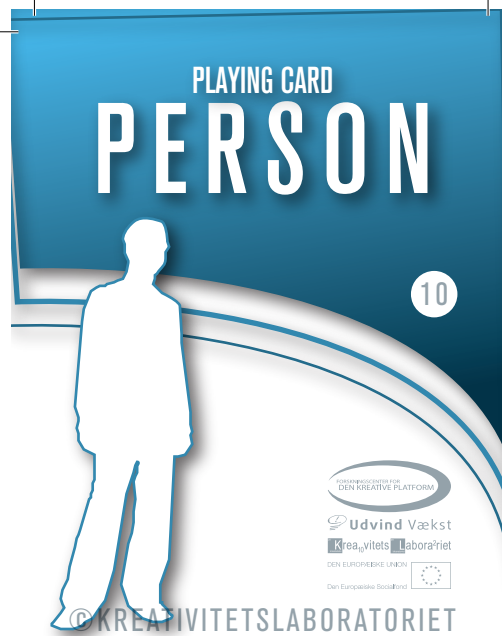
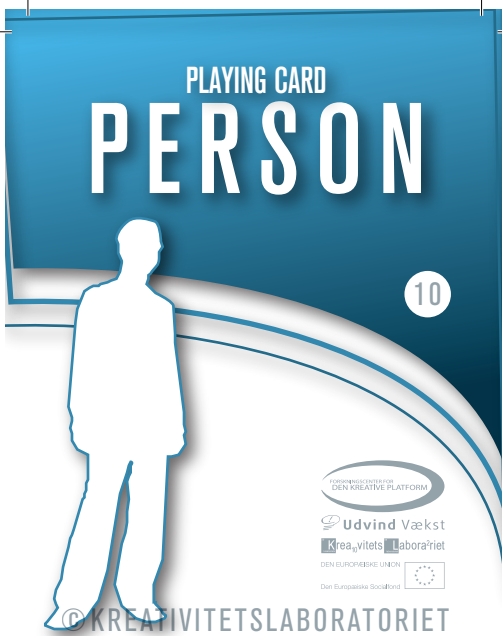
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PERSON



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

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# PERSON



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

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# PERSON



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

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# CHALLENGE



THE SOLUTION SHOULD BE USED BY A NINJA

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# CHALLENGE



THE SOLUTION MUST BE PUT TOGETHER WITH PAPERCLIPS

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# CHALLENGE



THE SOLUTION SHOULD BE USED FOR VACUUMING

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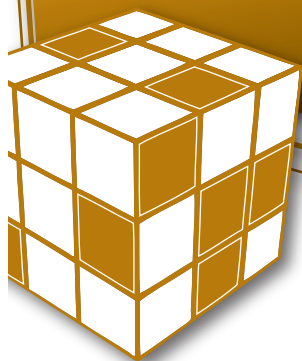
# CHALLENGE



THE SOLUTION MUST BE OPEN SOURCE

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**CHALLENGE**

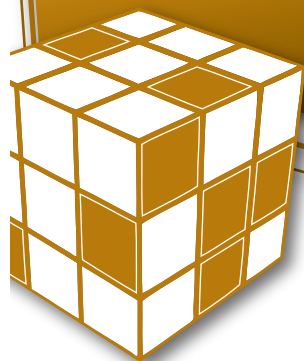


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**CHALLENGE**

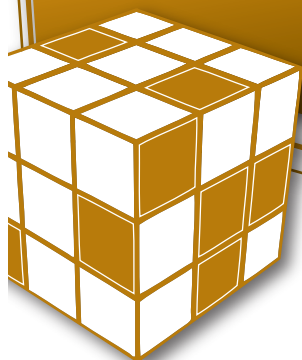


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**CHALLENGE**

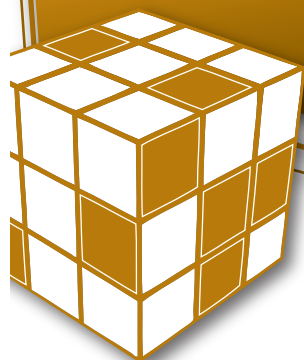


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PLAYING CARD  
**CHALLENGE**



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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 SHOULD BE USED BY A  
SPACEMAN

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# CHALLENGE



THE SOLUTION SHOULD BE USED FOR  
TEACHING

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# UP-SIDE-DOWN



WHY IS A SALAD HOTTER THAN A SMOKE  
DETECTOR?

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# CHALLENGE



THE SOLUTION MUST BE PUT TOGETHER  
WITH STRING

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# CHALLENGE



THE SOLUTION MUST BE SCALABLE

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# UP-SIDE-DOWN



WHY IS A BOAT LARGER THAN A CRUISE  
SHIP?

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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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**UP-SIDE-DOWN**

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PLAYING CARD  
**UP-SIDE-DOWN**

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**UP-SIDE-DOWN**



**WHY IS A STRAITJACKET PRETTIER THAN A FLOWER?**

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**UP-SIDE-DOWN**



**WHY IS A FLOWER COOLER THAN AN ICE CUBE?**

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**UP-SIDE-DOWN**



**WHY IS A DRAINPIPE SMALLER THAN A BANANA?**

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**UP-SIDE-DOWN**



**WHY IS A HORSE MORE MASSIVE THAN A SKYSCRAPER?**

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**UP-SIDE-DOWN**



**WHY IS A GONDOLA SMALLER THAN A WEATHER VANE?**

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**UP-SIDE-DOWN**



**WHY IS AN EMBROIDERY BIGGER THAN A SUN SHADE?**

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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 TOUCH-SCREEN  
IN THE SOLUTION

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# PRINCIPLE

APPLY THE PRINCIPLE THAT THE MOST  
IMPORTANT ELEMENT IN THE  
SOLUTION MUST BE PERFORMED BY JUST  
100 PEOPLE

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# PRINCIPLE

APPLY THE PRINCIPLE OF A TRAMPOLINE IN  
THE SOLUTION

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# PRINCIPLE

APPLY THE PRINCIPLE OF FEEDBACK IN THE  
SOLUTION

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# PRINCIPLE

APPLY THE PRINCIPLE OF MASS  
PRODUCTION IN THE SOLUTION

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# PRINCIPLE

APPLY THE PRINCIPLE FOCUS 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 BE PERFORMED BY JUST THREE  
PEOPLE

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PLAYING CARD

# PRINCIPLE

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# PRINCIPLE

APPLY THE PRINCIPLE OF SLOW MOTION IN  
THE SOLUTION

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