

Aalborg Universitet



Toolbox for creativity

Byrge, Christian; Hansen, Søren

Publication date:
2011

Document Version
Early version, also known as pre-print

[Link to publication from Aalborg University](#)

Citation for published version (APA):
Byrge, C., & Hansen, S. (2011). Toolbox for creativity. 2D/3D (Physical product)

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal -

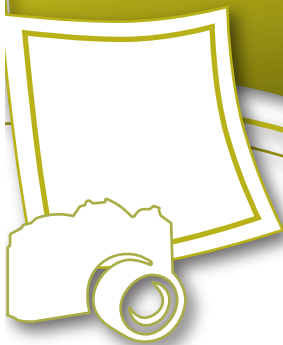
Take down policy

If you believe that this document breaches copyright please contact us at vbn@aub.aau.dk providing details, and we will remove access to the work immediately and investigate your claim.

PLAYING CARD

PICTURE

15

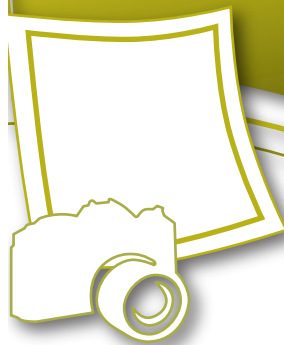


©KREATIVITETSLABORATORIET

PLAYING CARD

PICTURE

15

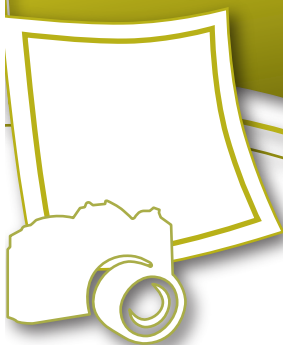


©KREATIVITETSLABORATORIET

PLAYING CARD

PICTURE

15

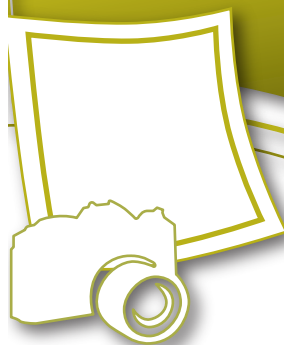


©KREATIVITETSLABORATORIET

PLAYING CARD

PICTURE

15

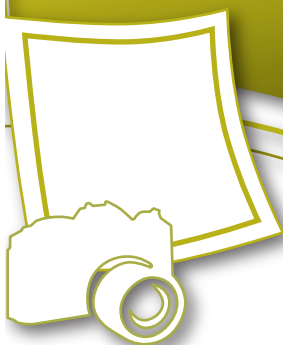


©KREATIVITETSLABORATORIET

PLAYING CARD

PICTURE

15

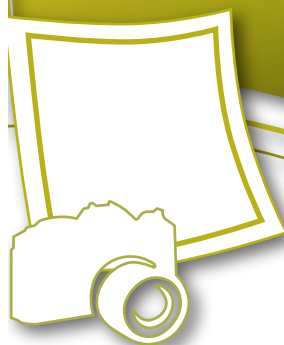


©KREATIVITETSLABORATORIET

PLAYING CARD

PICTURE

15



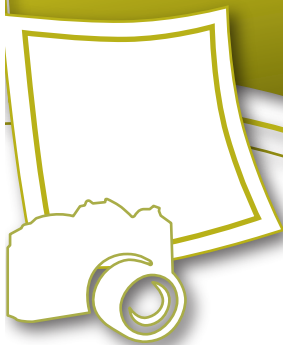
©KREATIVITETSLABORATORIET



PLAYING CARD

PICTURE

15



©KREATIVITETSLABORATORIET

PLAYING CARD

PICTURE

15



©KREATIVITETSLABORATORIET

PLAYING CARD

WORD

15



©KREATIVITETSLABORATORIET

PLAYING CARD

WORD

15



©KREATIVITETSLABORATORIET

PLAYING CARD

WORD

15



©KREATIVITETSLABORATORIET

PLAYING CARD

WORD

15



©KREATIVITETSLABORATORIET



©KREATIVITETSLABORATORIET

WORD

JUNCTION



©KREATIVITETSLABORATORIET

WORD

BOTTLE



©KREATIVITETSLABORATORIET



©KREATIVITETSLABORATORIET

WORD

DOT



©KREATIVITETSLABORATORIET

WORD

WALKIE-TALKIE



©KREATIVITETSLABORATORIET

PLAYING CARD
WORD

15



© KREATIVITETSLABORATORIET

PLAYING CARD
WORD

15



© KREATIVITETSLABORATORIET

PLAYING CARD
WORD

15



© KREATIVITETSLABORATORIET

PLAYING CARD
WORD

15



© KREATIVITETSLABORATORIET

PLAYING CARD
WORD

15



© KREATIVITETSLABORATORIET

PLAYING CARD
WORD

15



© KREATIVITETSLABORATORIET

WORD

TOWN HALL



©KREATIVITETSLABORATORIET

WORD

SUN



©KREATIVITETSLABORATORIET

WORD

SCHOOL



©KREATIVITETSLABORATORIET

WORD

CAR



©KREATIVITETSLABORATORIET

WORD

HIGHWAY



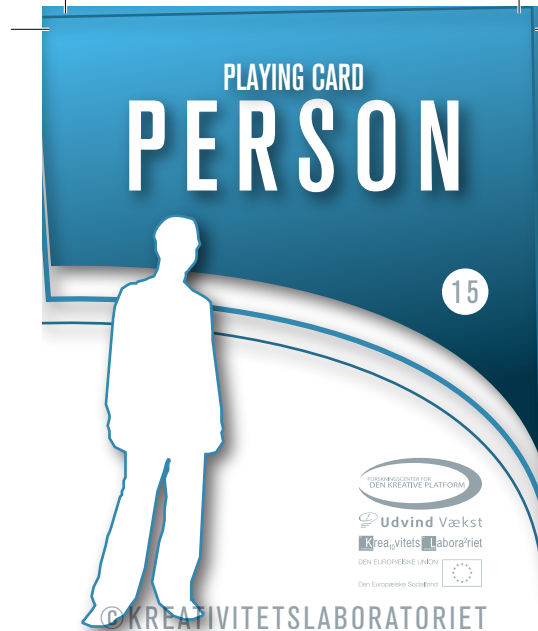
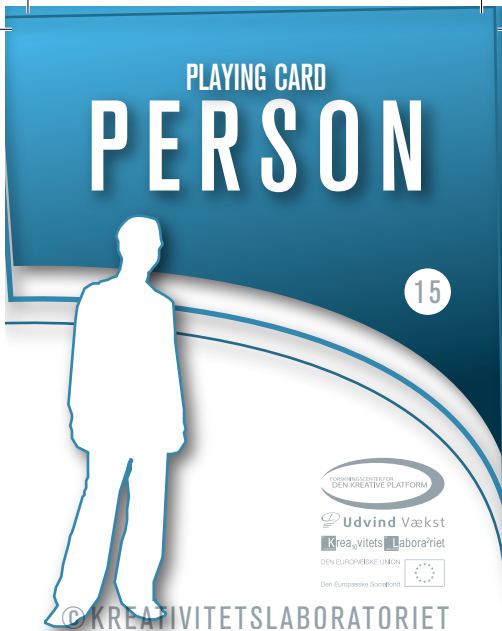
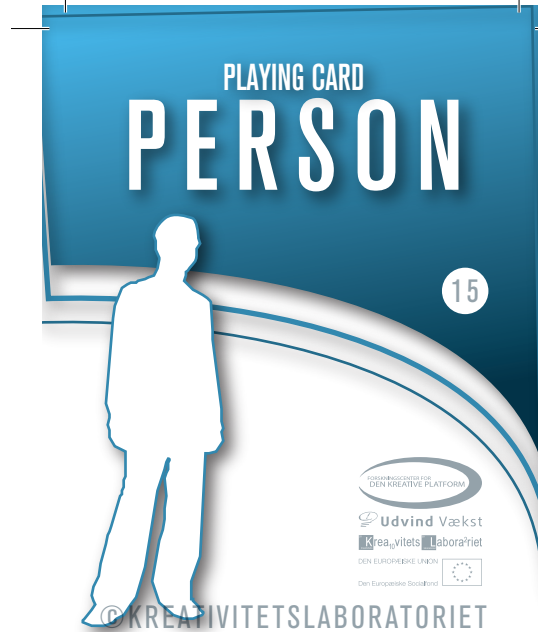
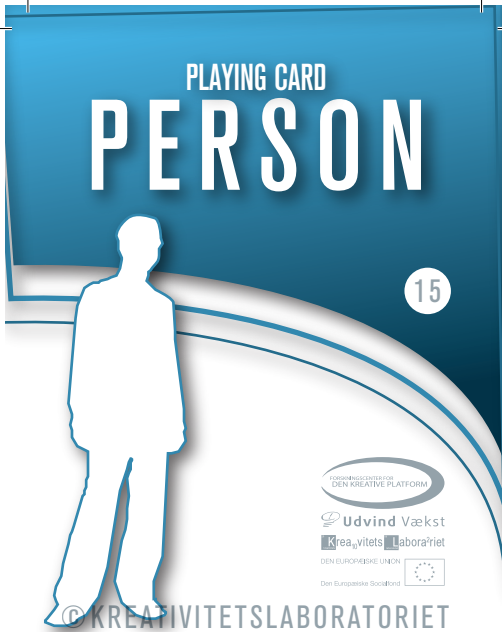
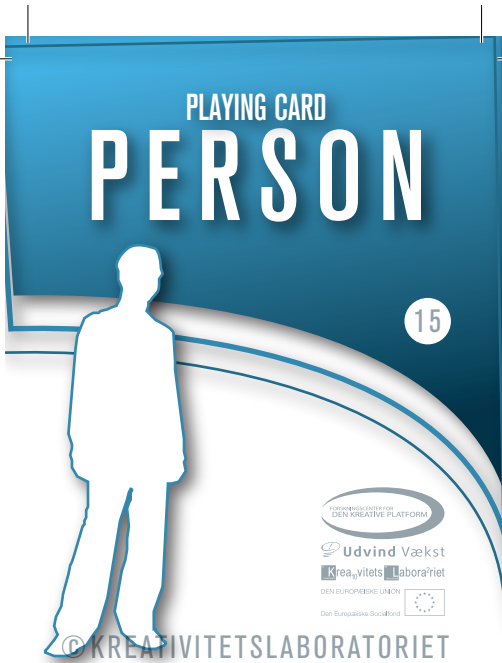
©KREATIVITETSLABORATORIET

WORD

STREET



©KREATIVITETSLABORATORIET



PERSON



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

©KREATIVITETSLABORATORIET

PERSON



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

©KREATIVITETSLABORATORIET

PERSON



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

©KREATIVITETSLABORATORIET

PERSON



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

©KREATIVITETSLABORATORIET

PERSON



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

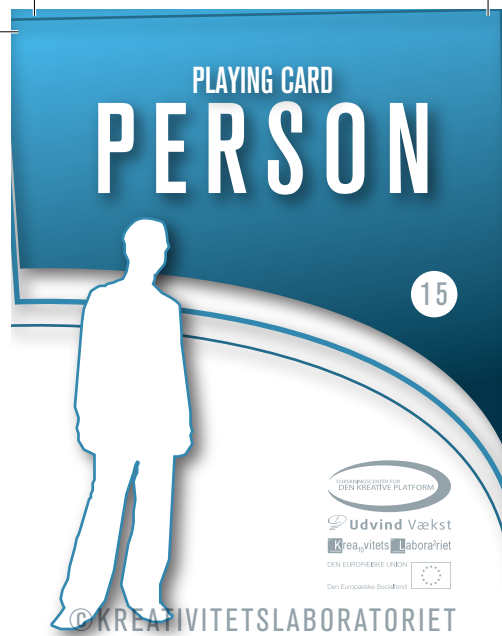
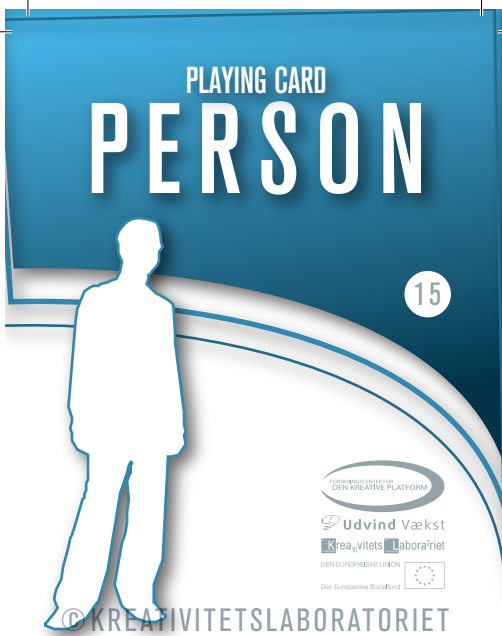
©KREATIVITETSLABORATORIET

PERSON



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

©KREATIVITETSLABORATORIET



PERSON



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

©KREATIVITETSLABORATORIET

PERSON



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

©KREATIVITETSLABORATORIET

CHALLENGE



THE SOLUTION SHOULD BE USED BY A WALKING-IMPAIRED PERSON

©KREATIVITETSLABORATORIET

CHALLENGE



THE SOLUTION MUST BE MEMORABLE

©KREATIVITETSLABORATORIET

CHALLENGE



THE SOLUTION SHOULD BE USED IN A CINEMA?

©KREATIVITETSLABORATORIET

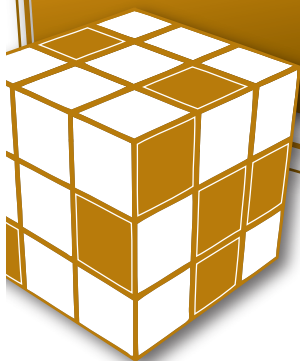
CHALLENGE



THE SOLUTION SHOULD DEVELOP THE USER'S MOTOR SKILLS

©KREATIVITETSLABORATORIET

PLAYING CARD
CHALLENGE

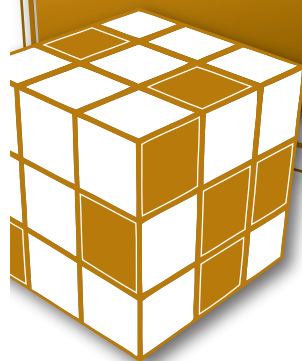


15



©KREATIVITETSLABORATORIET

PLAYING CARD
CHALLENGE

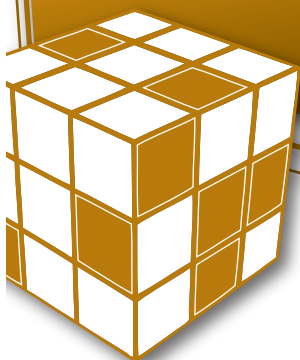


15



©KREATIVITETSLABORATORIET

PLAYING CARD
CHALLENGE

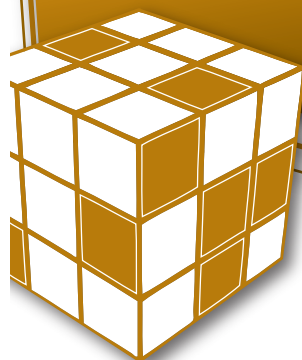


15



©KREATIVITETSLABORATORIET

PLAYING CARD
CHALLENGE



15



©KREATIVITETSLABORATORIET

PLAYING CARD
UP-SIDE-DOWN



15



©KREATIVITETSLABORATORIET

PLAYING CARD
UP-SIDE-DOWN



15



©KREATIVITETSLABORATORIET

CHALLENGE



THE SOLUTION SHOULD BE USED BY A BRAIN SURGEON

©KREATIVITETSLABORATORIET

CHALLENGE



THE SOLUTION SHOULD BE USED IN AN IGLOO

©KREATIVITETSLABORATORIET

UP-SIDE-DOWN



WHY IS A DOOR SMALLER THAN A BED?

©KREATIVITETSLABORATORIET

CHALLENGE



THE SOLUTION MUST BE ABLE TO HANG ON A WALL

©KREATIVITETSLABORATORIET

CHALLENGE



THE SOLUTION SHOULD DEVELOP THE USER'S ENDURANCE

©KREATIVITETSLABORATORIET

UP-SIDE-DOWN



WHY IS A LIGHT SHOW CHEAPER THAN A WINDOW?

©KREATIVITETSLABORATORIET

PLAYING CARD
UP-SIDE-DOWN

15



©KREATIVITETSLABORATORIET

PLAYING CARD
UP-SIDE-DOWN

15



©KREATIVITETSLABORATORIET

PLAYING CARD
UP-SIDE-DOWN

15



©KREATIVITETSLABORATORIET

PLAYING CARD
UP-SIDE-DOWN

15



©KREATIVITETSLABORATORIET

PLAYING CARD
UP-SIDE-DOWN

15



©KREATIVITETSLABORATORIET

PLAYING CARD
UP-SIDE-DOWN

15



©KREATIVITETSLABORATORIET

UP-SIDE-DOWN



WHY IS A YEARBOOK LARGER THAN A TENT?

©KREATIVITETSLABORATORIET

UP-SIDE-DOWN



WHY IS A BEAR CHEAPER THAN A NAPKIN?

©KREATIVITETSLABORATORIET

UP-SIDE-DOWN



WHY IS AN ANTENNA FASTER THAN A TENNIS RACKET?

©KREATIVITETSLABORATORIET

UP-SIDE-DOWN



WHY IS A HANDBRAKE UGLIER THAN A SUNGLASS?

©KREATIVITETSLABORATORIET

UP-SIDE-DOWN



WHY IS A CONCRETE BLOCK SMALLER THAN A COIN?

©KREATIVITETSLABORATORIET

UP-SIDE-DOWN



WHY IS A BALLOON THE SAME AS A SOLAR CELL?

©KREATIVITETSLABORATORIET

PLAYING CARD

PRINCIPLE

15



©KREATIVITETSLABORATORIET

PLAYING CARD

PRINCIPLE

15



©KREATIVITETSLABORATORIET

PLAYING CARD

PRINCIPLE

15



©KREATIVITETSLABORATORIET

PLAYING CARD

PRINCIPLE

15



©KREATIVITETSLABORATORIET

PLAYING CARD

PRINCIPLE

15



©KREATIVITETSLABORATORIET

PLAYING CARD

PRINCIPLE

15



©KREATIVITETSLABORATORIET

PRINCIPLE

APPLY THE PRINCIPLE OF A SMOKE
DETECTOR IN THE SOLUTION

PRINCIPLE

APPLY THE PRINCIPLE OF OPEN
COMMUNICATION IN THE SOLUTION

©KREATIVITETSLABORATORIET

PRINCIPLE

APPLY THE PRINCIPLE THAT THERE IS ONLY
ONE CUSTOMER WHO CAN AFFORD THE
SOLUTION

©KREATIVITETSLABORATORIET

PRINCIPLE

APPLY THE PRINCIPLE OF BUOYANCY IN THE
SOLUTION

©KREATIVITETSLABORATORIET

PRINCIPLE

APPLY THE PRINCIPLE OF A SATELLITE IN
THE SOLUTION

©KREATIVITETSLABORATORIET

PRINCIPLE

APPLY THE PRINCIPLE OF THE YEAR
DIFFERENT MONTHS IN THE SOLUTION

©KREATIVITETSLABORATORIET

©KREATIVITETSLABORATORIET

PLAYING CARD

PRINCIPLE

15



©KREATIVITETSLABORATORIET

PRINCIPLE

APPLY THE PRINCIPLE OF THE WEAKEST
ELEMENT IN THE SOLUTION MUST BE THE
SOLUTION'S STRONGEST ELEMENT

©KREATIVITETSLABORATORIET

PLAYING CARD

PRINCIPLE

15



©KREATIVITETSLABORATORIET

PRINCIPLE

APPLY THE PRINCIPLE OF HEATING THE
SOLUTION

©KREATIVITETSLABORATORIET