

Aalborg Universitet



Toolbox for creativity

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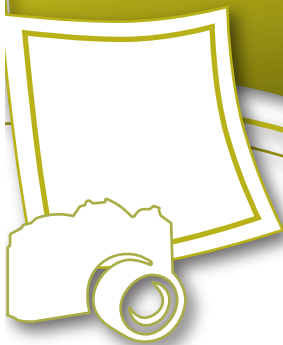
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PLAYING CARD

PICTURE

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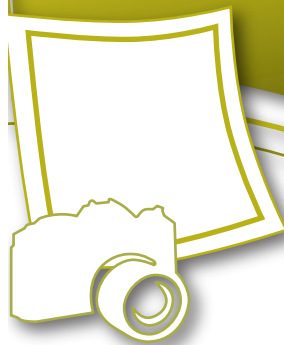


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PICTURE

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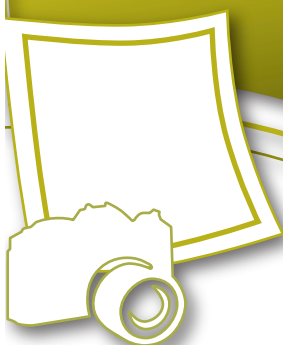


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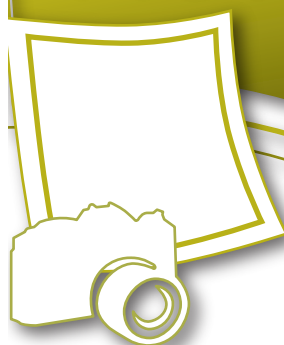


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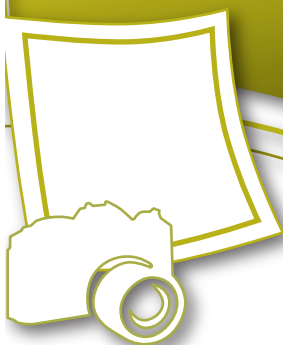


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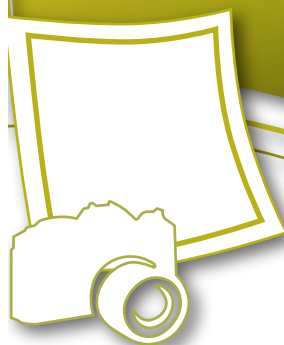


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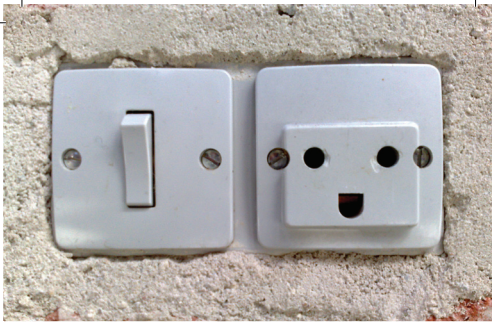
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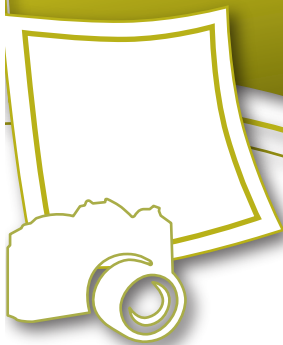
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PLAYING CARD

PICTURE

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WORD

OVEN

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WORD

FAN

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WORD

LUBRICANT

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WORD

BUTTON

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PLAYING CARD
WORD

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WRINKLE



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PROJECT



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BUSINESS CARD



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STOCK EXCHANGE



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GARDEN



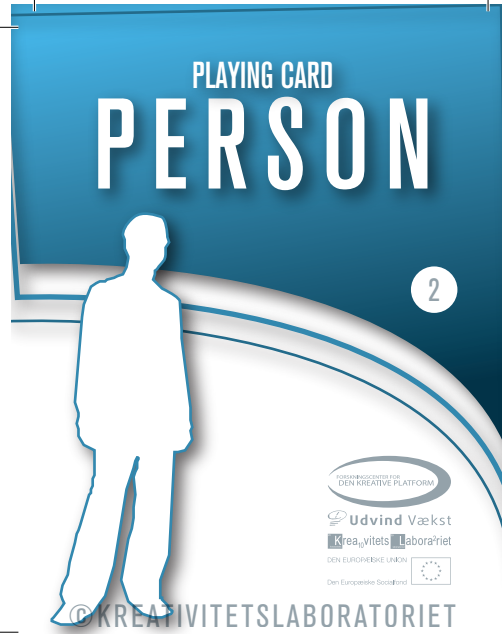
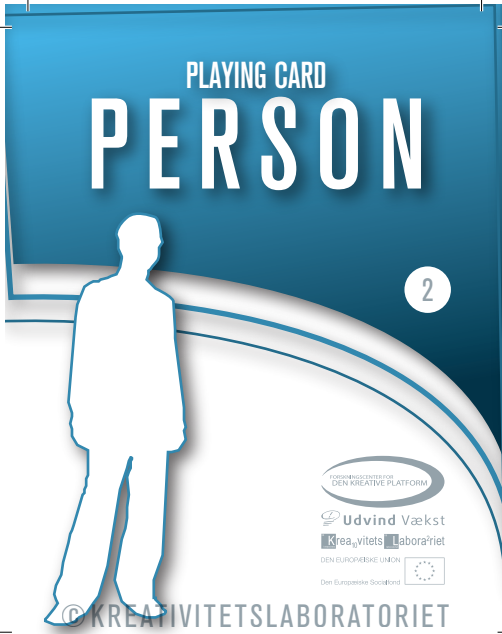
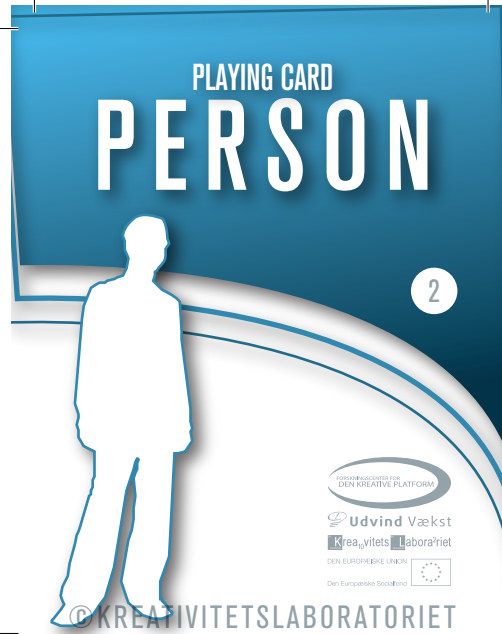
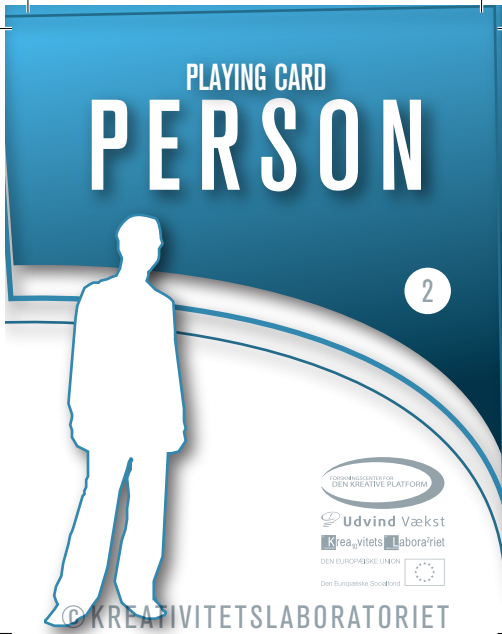
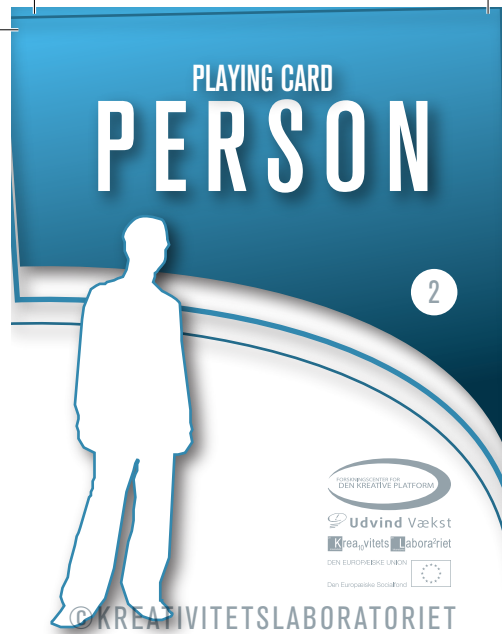
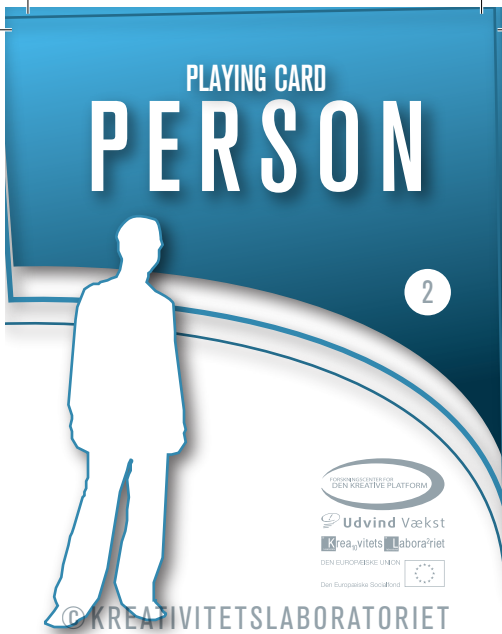
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WORD

PEANUTS



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PERSON



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

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PERSON



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

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PERSON



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

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PERSON



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

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PERSON



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

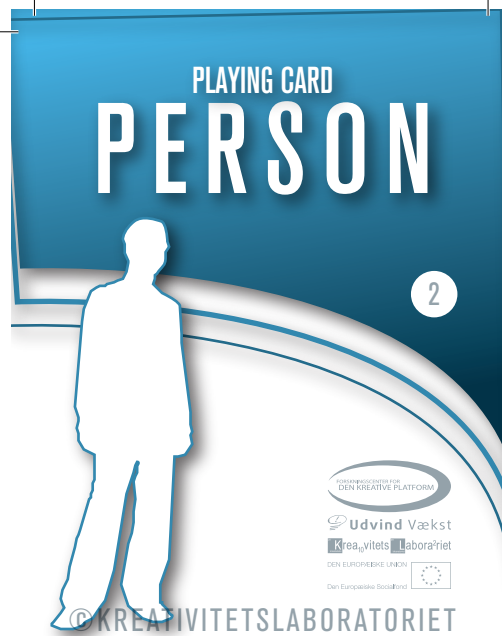
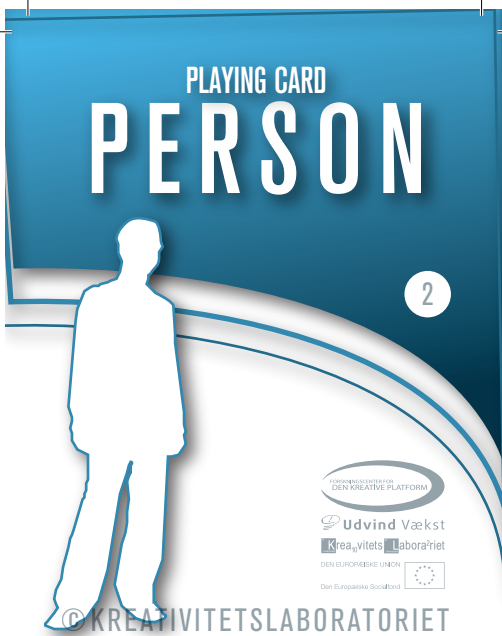
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PERSON



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

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PERSON



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

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PERSON



IF A **PROFESSOR** 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 OPENED WITH A FINGERNAIL

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CHALLENGE



THE SOLUTION MUST BE ABLE TO BE DONE BY ONE PERSON

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CHALLENGE



THE SOLUTION SHOULD BE USED AS A LAMP

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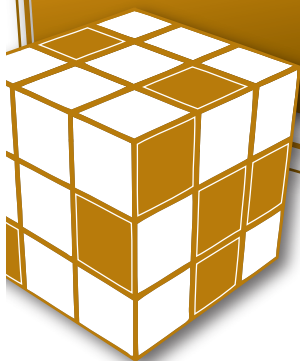
CHALLENGE



THE SOLUTION MUST BE FROZEN

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PLAYING CARD
CHALLENGE

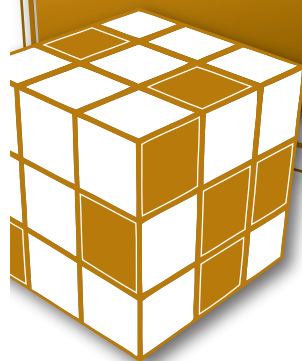


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PLAYING CARD
CHALLENGE

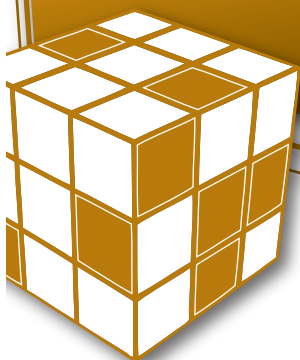


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CHALLENGE

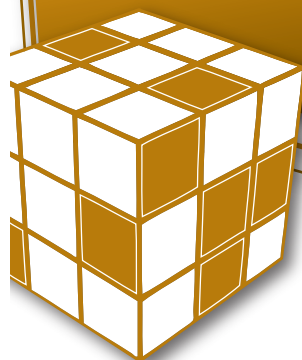


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PLAYING CARD
CHALLENGE



2



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PLAYING CARD
UP-SIDE-DOWN



2



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PLAYING CARD
UP-SIDE-DOWN



2



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CHALLENGE



THE SOLUTION MUST BE ABLE TO
BALANCE

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CHALLENGE



THE SOLUTION SHOULD BE USED AS A
LIGHTNING ROD

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UP-SIDE-DOWN



WHY IS A ROLLERCOASTER CHEAPER THAN A
GRID?

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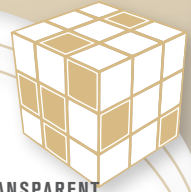
CHALLENGE



THE SOLUTION MUST BE ABLE TO BE DONE
BY A FATHER AND SON

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CHALLENGE



THE SOLUTION MUST BE TRANSPARENT

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UP-SIDE-DOWN



WHY IS A STICK SOFTER THAN A TEDDY
BEAR?

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PLAYING CARD
UP-SIDE-DOWN

2



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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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PLAYING CARD
UP-SIDE-DOWN

2



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UP-SIDE-DOWN



WHY IS A HORSESHOE LARGER THAN A CITY?

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UP-SIDE-DOWN



WHY IS A SCRUBBING BRUSH MORE EXPENSIVE THAN A ROCKET?

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UP-SIDE-DOWN



WHY IS A SHARE BETTER THAN A FINE?

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UP-SIDE-DOWN



WHY IS A VASE UGLIER THAN A DUMP?

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UP-SIDE-DOWN



WHY IS A CAN OPENER MORE ATTRACTIVE THAN A TV?

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UP-SIDE-DOWN



WHY IS A BLENDER BIGGER THAN ONE SCHOOL?

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PLAYING CARD

PRINCIPLE

2



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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 WATER BOILER
IN THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF A TENNIS BALL IN
THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF A PENTHOUSE IN
THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF MAKING
ELEMENTS OF THE SOLUTION BRIGHTER

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PRINCIPLE

APPLY THE PRINCIPLE OF LIMITED
MOVEMENT IN THE SOLUTION

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PRINCIPLE

APPLY THE PRINCIPLE OF MAKING SNOW
CLEANER IN THE SOLUTION

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