

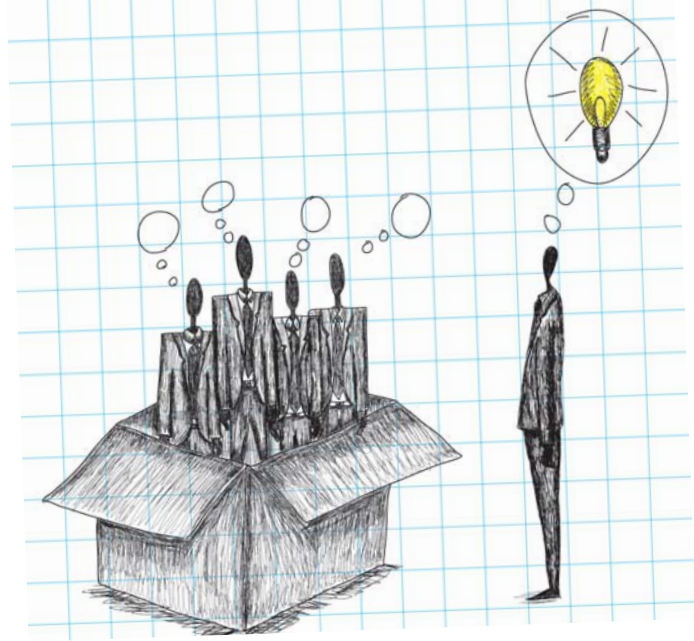


APPARENTLY ALBERT EINSTEIN SAID...

Imagination is more important than knowledge

by Jonathan Bowyer

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Imagination – the ability to create ideas – the formation of a mental image of something that is not perceived as real and is not (yet) present to the senses. We need ideas – to motivate, to learn and grow, to solve problems, to realise potential, to overcome boredom. So who are the imaginative ones? Listen for the ideas and the energy; look for the creativity and boundary crossing. Who is most random in their thoughts? Who takes risks? Walk with them a while and spot how and when the imagination is fired?

How do we spark ideas with young people?

Questions Questions Questions Questions Questions Questions Questions Questions

(Wide open, beginner's mind, genuinely inquisitive, probing, mining, exploring questions)

RELAX - MAKE SPACE

Stimulate the senses

Prepare a meal

Saturate with the ideas of others

Watch a film

Tell an old joke

Recall a distant memory

Imagine the ideal future

What would you notice?

What would others notice?

Record your responses

Play a new tune – and an old one

Use ALL your senses

Ask a friend

Simulate how things might be if someone else was in control

Take a picture

Turn it into black and white

Make a story board

Make mood board

Ask a stranger

Create an atmosphere

Stand or sit in a different part of the room

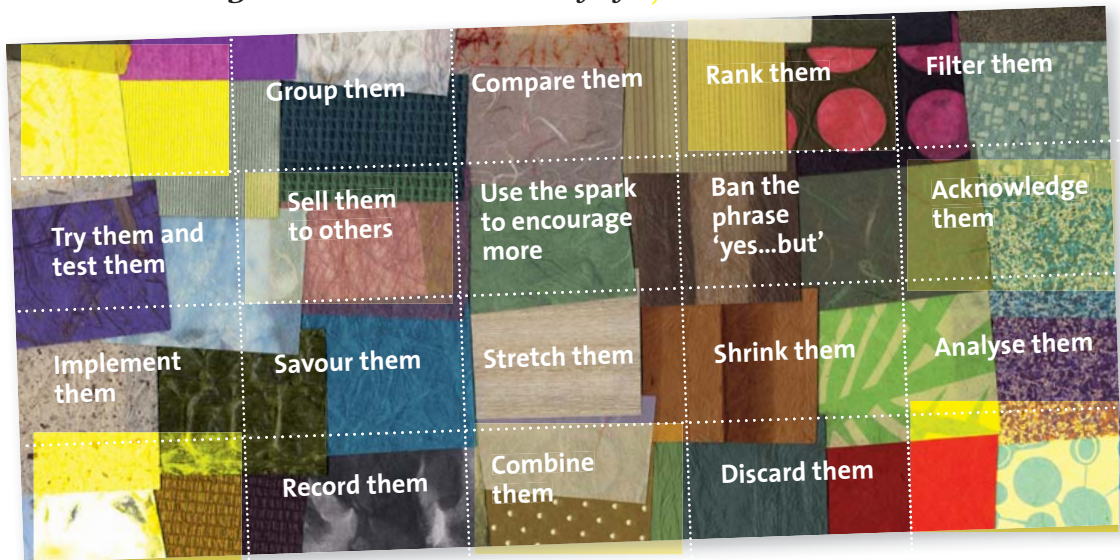
Move
dance
run
around!





- Break a routine
- Choose some random words and apply them to the question
- Doodle
- Draw/paint/photoshop
- Demonstrate
- Give a deadline (or remove one)
- Use a metaphor – use it more than is comfortable
- Ask ‘what else?’ not ‘anything else?’
- Challenge
- Take a break
- Day dream

Apparently Winston Churchill said... ***‘No idea is so outlandish that it should not be considered with a searching but at the same time steady eye’.*** So what do we do with all the ideas?



Some resources

Random word generator:

<http://watchout4snakes.com/creativitytools/RandomWord/RandomWord.aspx>

Random photo generator: <http://bighugelabs.com/random.php>

Random wikipedia page generator: <http://en.wikipedia.org/wiki/Special:Random>

Random creative ideas: <http://www.kerismith.com/funstuff/100ideas.htm>

