

Startdag:

Inspiratiesessie Creativiteit

Opleiding
Digitaal Leiderschap
in de Cultuursector



Cultuurconnect

CREATIVITEIT: misvattingen

- Creativiteit = **artistiek bezig zijn**
 - Kunst is slechts één van de vele expressies van creativiteit
- Creativiteit = **goddelijke ingeving**
 - Creativiteit is een process en niet een ultiem 'aha'-moment
- Creativiteit = **elitair en exclusief**
 - Iedereen kan zijn creatief potentieel verbeteren
- Creativiteit = **onbeperkte vrijheid**
 - Beperkingen en obstakels stimuleren de creativiteit

WHEN THE BOX IS THE LIMIT

WALTER VANDERVELDE

BIS

WHEN THE
BOX IS THE
LIMIT

*Drive your creativity
with constraints*

WALTER VANDERVELDE





“Hoe meer
beperkingen men
zich oplegt, hoe
meer men zich
bevrijdt van de
eisen die de geest
ketenen.”

Igor Stravinsky



Koji Kondo

Componist van vele
Nintendo tunes
zoals Mario
Brothers, The
Legend of Zelda,
Donkey Kong, etc...



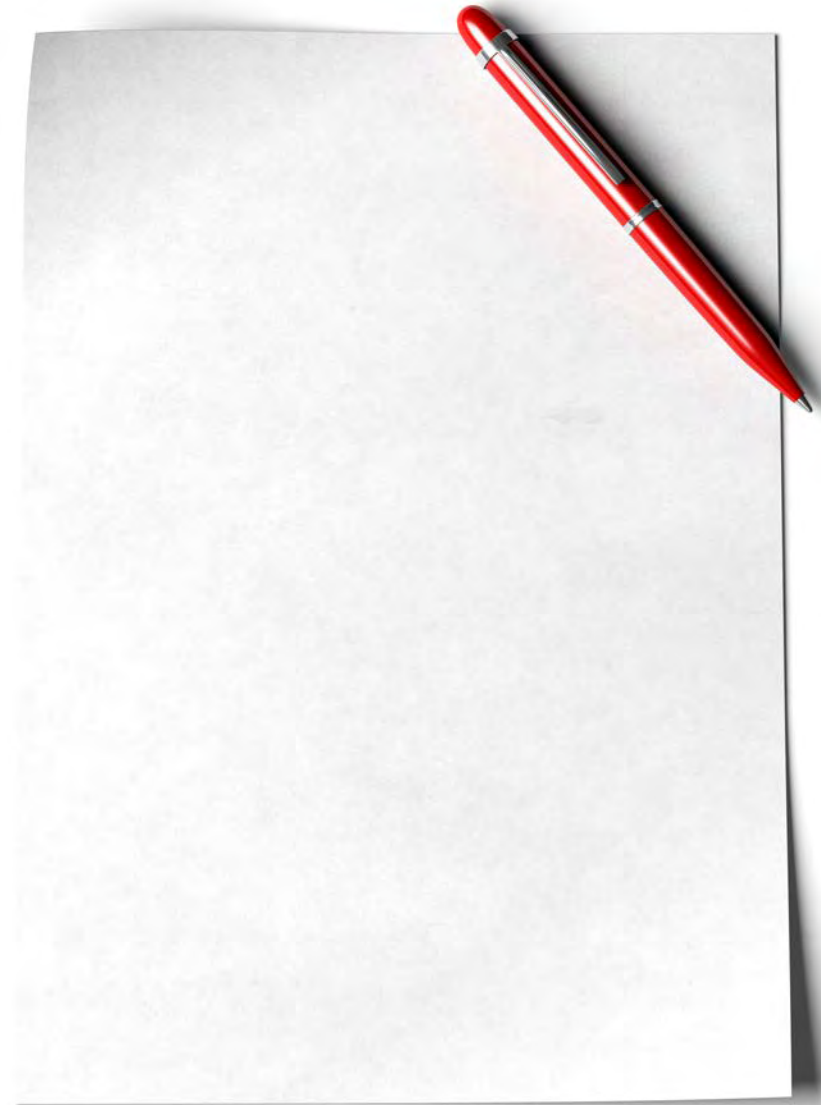


Ernest Hemingway

The six-word story:

***For sale:
baby shoes,
never worn.***

If you want to
kill creativity,
give someone
total freedom,
a blank page
and a pen.



WAAROM stimuleren beperkingen?

- Een startpunt
 - Je weet waar te beginnen
 - Je vermijdt de 'tirranie van de keuze' > kiezen is verliezen
- Een kader
 - De 'box' biedt een zeker graad van comfort
 - Kan een bron van creatieve inspiratie zijn
- Een uitdaging
 - Een obstakel overwinnen geeft voldoening
 - Houdt je gefocust en 'hongerig'

Denken in
ALTERNATIEVEN

RATIONEEL DENKEN

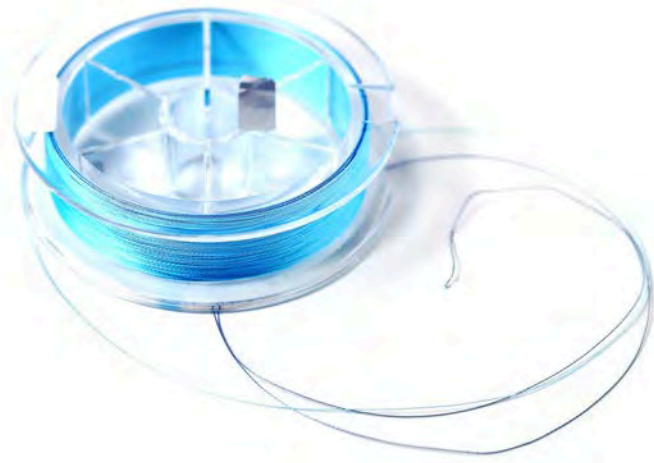


CREATIEF DENKEN









Radicale beperkingen > Radicale innovaties





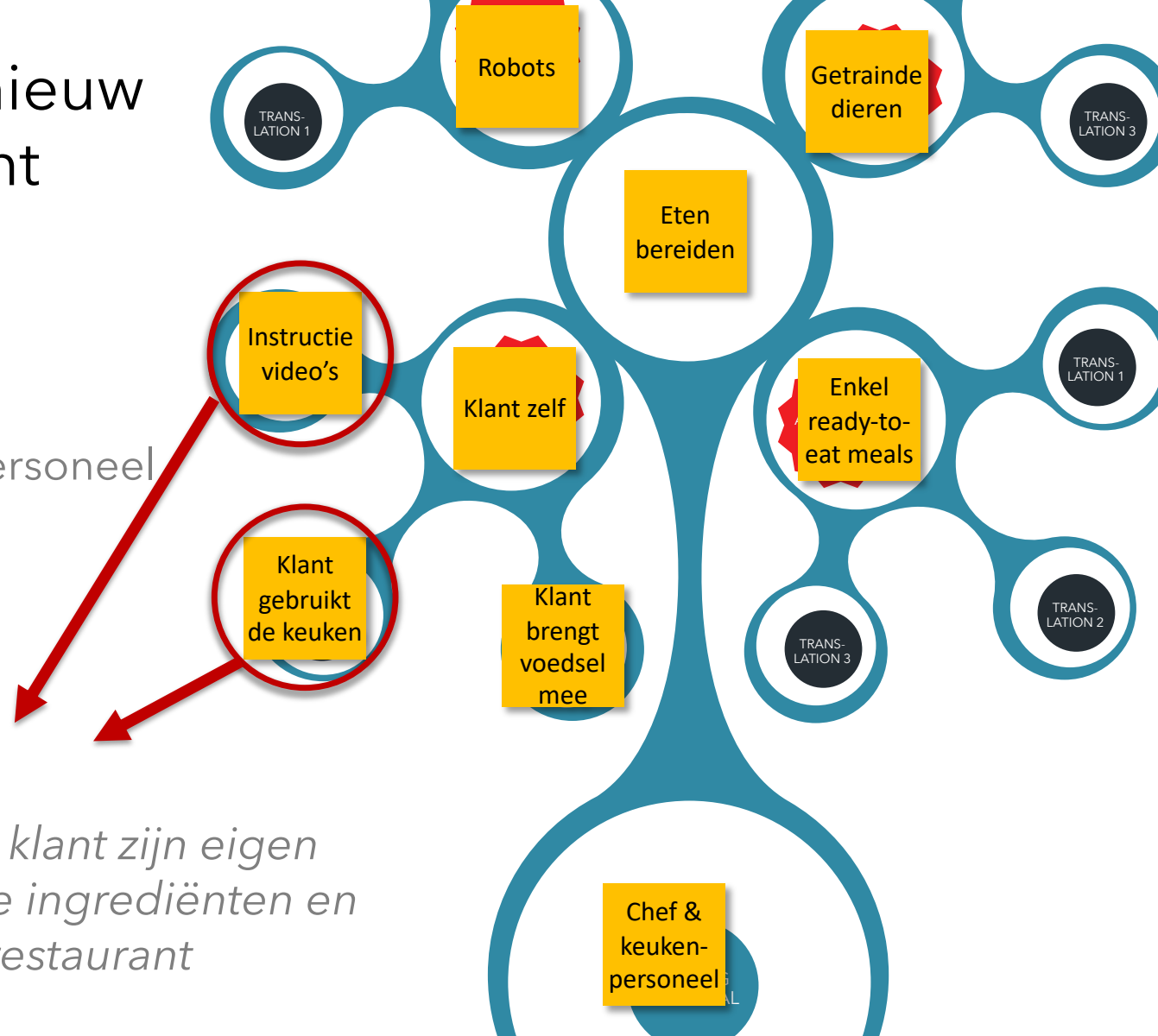
WHENTHEDOLLARSHRINKS.COM

Tree of Trade

Bedenk een nieuw type restaurant

Lijst van essentiële elementen:

- Gebouw/Locatie
- Keuken
- Chef & keukenpersoneel
- Zaalpersoneel
- Eten en drinken
- Menu
- ...



Restaurant waar de klant zijn eigen eten bereidt met de ingrediënten en instructies van het restaurant

FRUGAL innovation

- Landen in ontwikkeling
- Geen geld, geen R&D of toptechnologie, geen opgeleide professionals
- Kunnen enkel op zichzelf terugvallen wat betreft innovatie
- Heel creatief
- Het beste halen uit wat voorhanden is
- Voor grote doelgroepen met weinig geld

FRUGAL innovation



FRUGAL innovation



The Frugalizer.

Stimulate your
creativity by using
the 12 mechanisms
of frugal innovation



UNLINKING



BIOLOGIZING



RE-FEATUREING



LOCALIZING



RE-TARGETING



RE-BELTIZING



MULTIPURPOSING



DYING



DECOSTING



RE-SOURCEING



ROBUSTING



RE-NOMIZING





DEFEATURING

Eliminating as many features and elements as you can





USERAIZING
Targetting as many user groups or user profiles as possible





LOCALIZING
Focusing on using more local products, resources and services

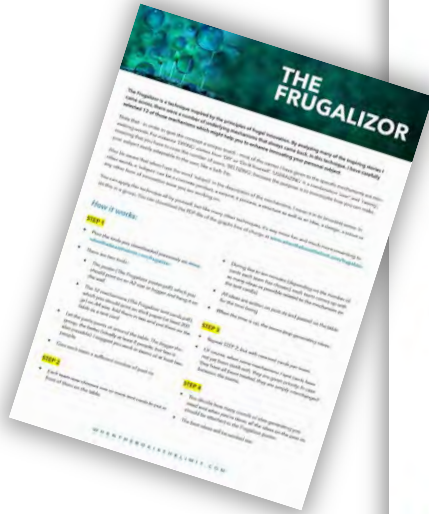




ROBUSTING

Making your product or service more robust, durable and reliable





1	2	3
4	5	6
7	8	9
10	11	12

WHENTHEREXISTHELIMIT.COM

The Frugalizer

WHENTHEREXISTHELIMIT.COM

ROBUSTING

CROWDSOURCER

UNLINKING

DECOSTING

BELTZING

LOCALIZING

ECOLOGIZING

ECONOMIZING

DEFEATURING

DIYING

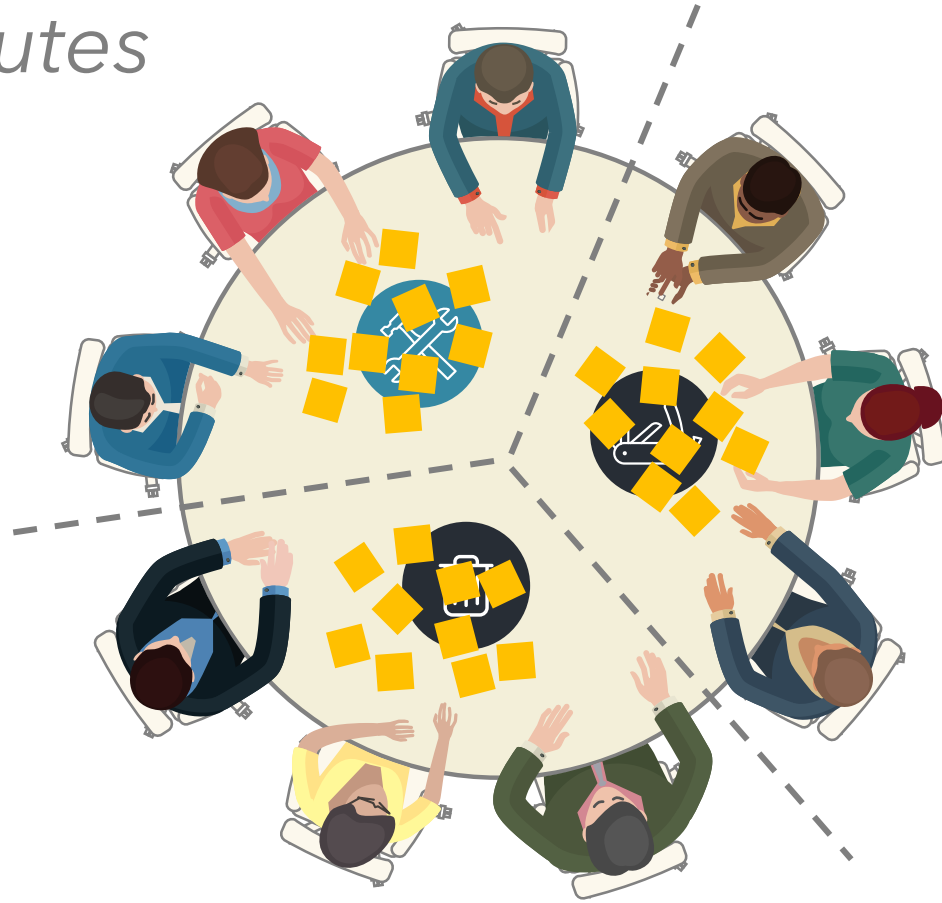
MULTIPURPOSING

USERAIZING

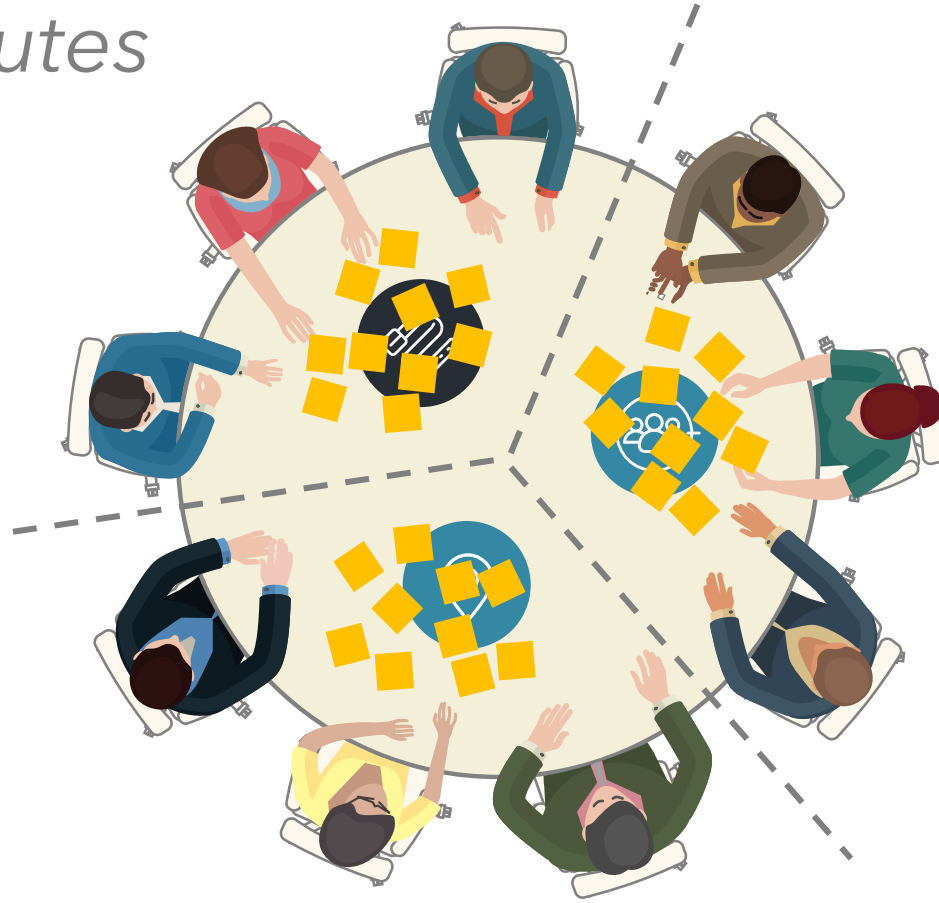
What should I do?

- Ask yourself whether or not I need it and if I can make production, repair and maintenance work for my business or community.
- Share, check out, or buy second-hand items that can be used for my business or community.
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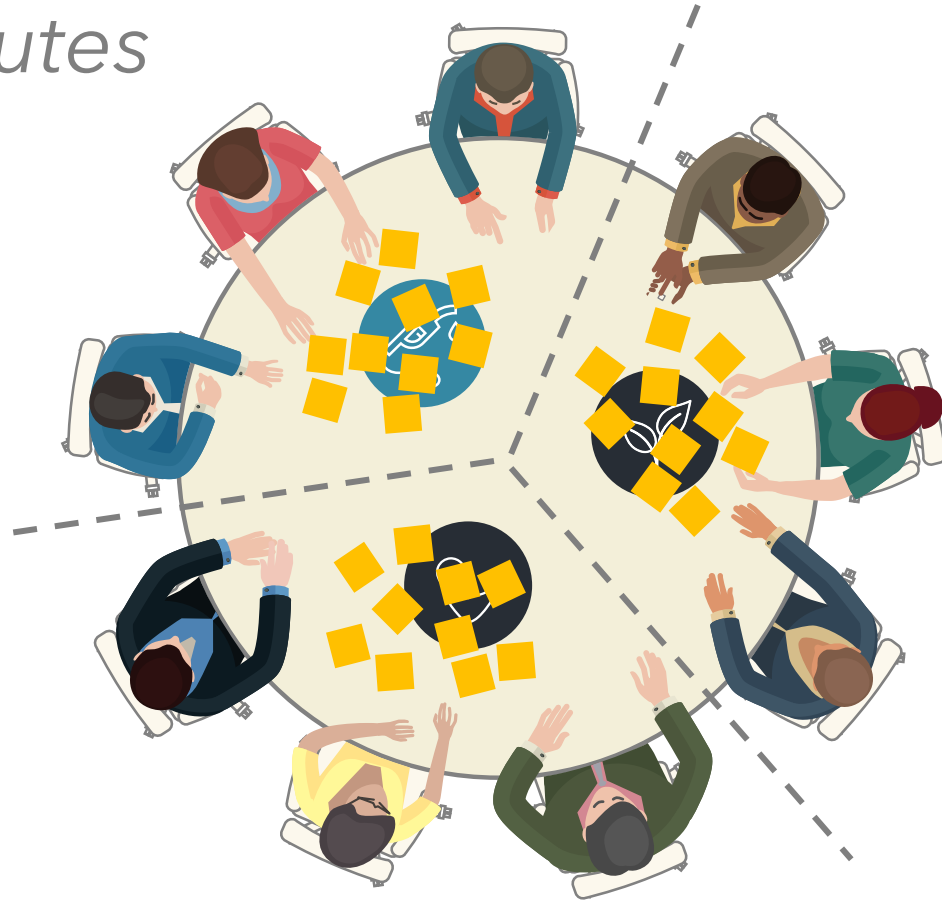
5-10 minutes



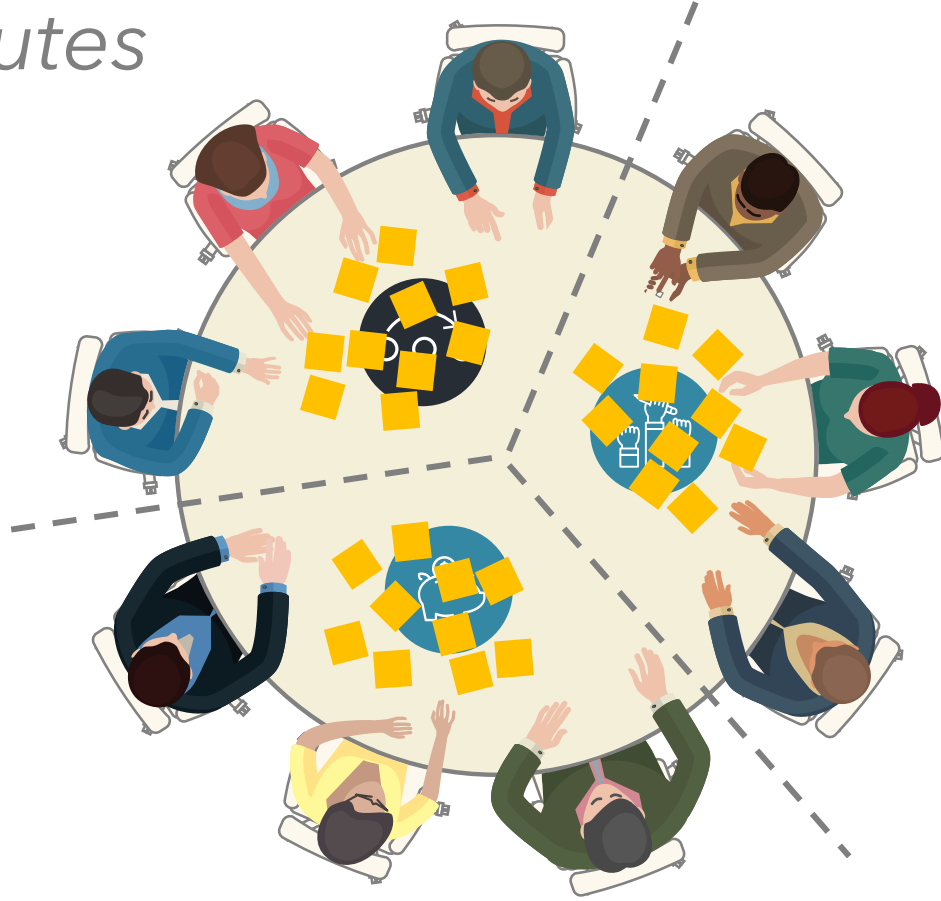
5-10 minutes

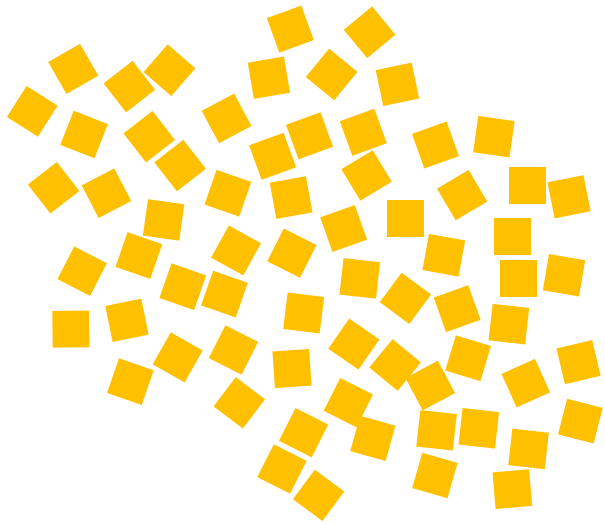


5-10 minutes



5-10 minutes





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The Frugalizer.

The best way to make those creative juices flow, is Italian coffee and a killing deadline.



TIJD: vriend of vijand van creativiteit?



Hangt af van 3 parameters:

1. De (perceptie van) **zinvolheid** van de taak
 - Hoe zinvoller, hoe meer het de creativiteit stimuleert
2. De **intensiteit** van de tijdsdruk
 - Een hoge tot gemiddelde tijdsdruk (wanneer de taak zinvol is), stimuleert creativiteit
3. Het **creatieve zelfvertrouwen** van de persoon
 - Hoe meer geloof in zijn eigen creatieve potentieel, hoe meer tijdsdruk een persoon kan dragen

The Casual Constraint Contest



- Situationele Beperkingen
 - Kaarten met willekeurige stimulerende scenario's
- Tijdsbeperkingen
 - Maximum 10 minuten per 3 scenarios
- Team Competitie
 - Met finaal een persoonlijke winnaar

What if...

it's too slow
and you need
to make it
faster?

What if...

your product
becomes a
service or your
service
becomes a
product?

What if...

you should
make a version
of it for a
target group of
elderly
people?

What if...

computers
have become
illegal?

What if...

none of your
clients can
read or write?

What if...

it has to be
fully future-
proof

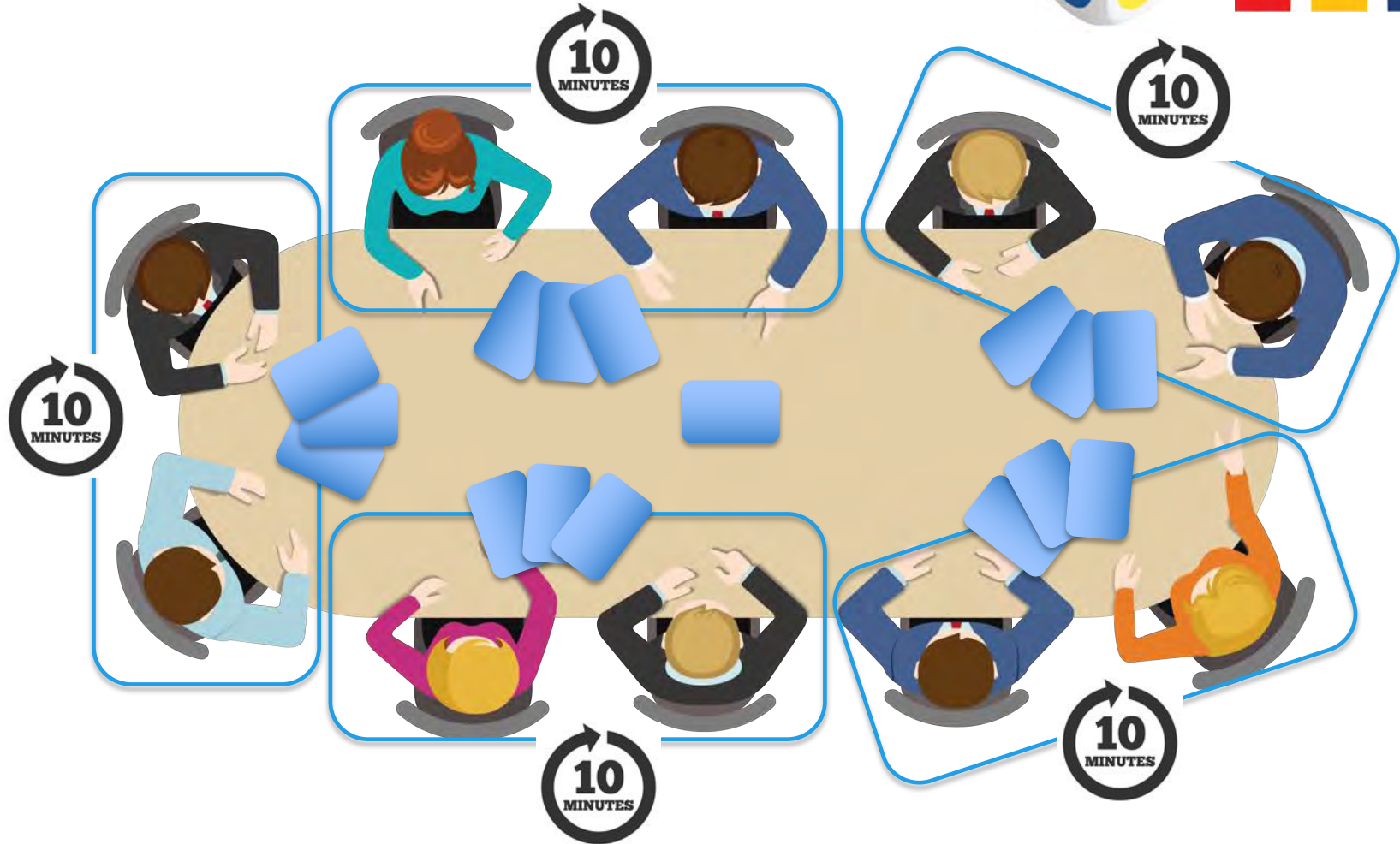
What if...

you're asked to
make a toy-
version of it

What if...

you cannot
use any of the
same tools,
materials or
processes
you've used
before to
create it

Uitdaging: Red onze krant!



Challenge: Save our newspaper!



- Replacing 1 card = losing 1 minute
- 1 point per idea
- At least 3 ideas per card (or you lose 10 points)
- Team points are divided equally
- Process starts all over again... until you decide to stop
- Make a selection and develop the best ideas

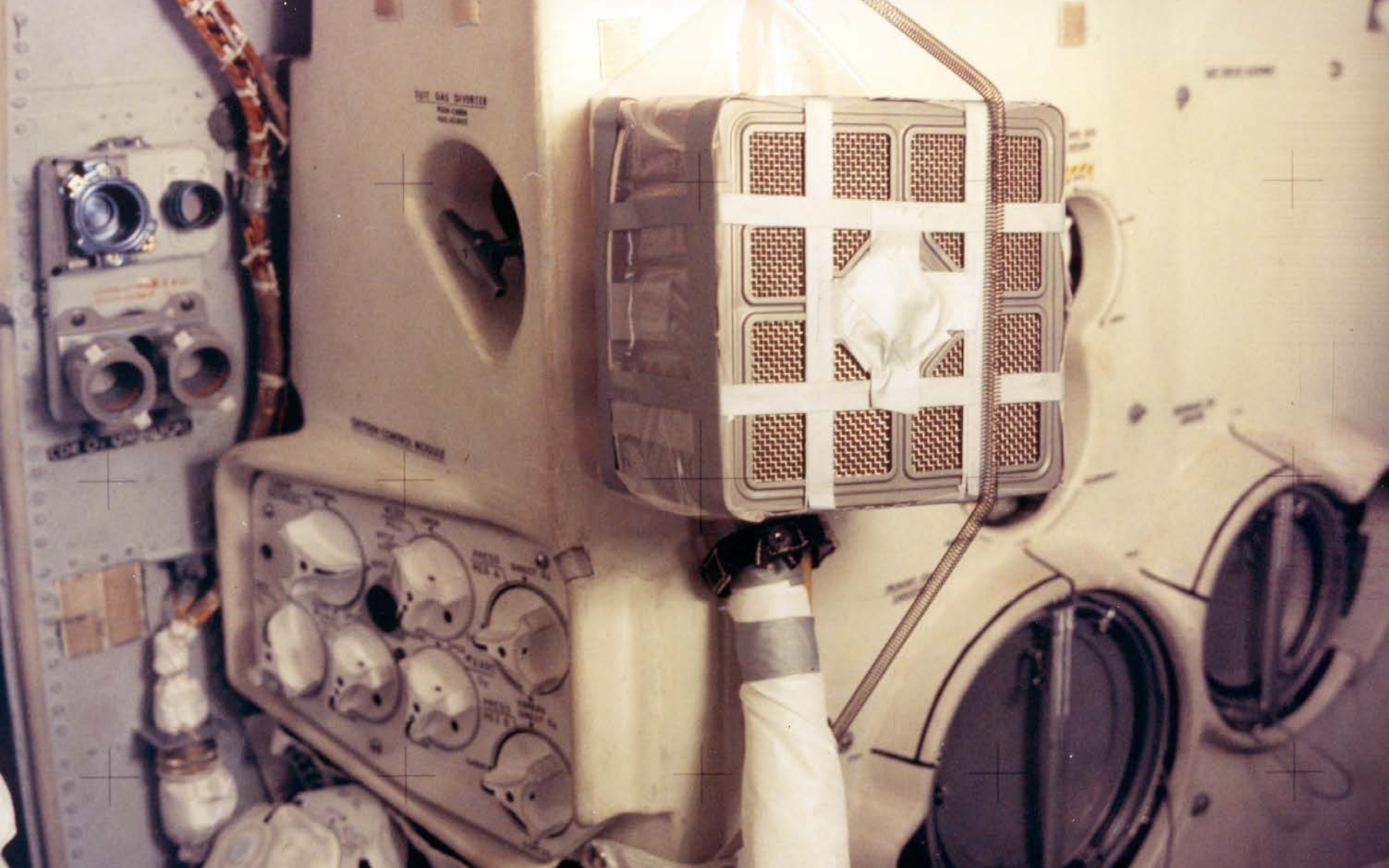


A composite image showing the Earth from space in the center, with the lunar surface in the foreground and a starry background. The Earth is a vibrant blue and green sphere, partially obscured by the white text. The lunar surface is a grey, cratered landscape. The background is a deep black space filled with numerous small, bright stars.

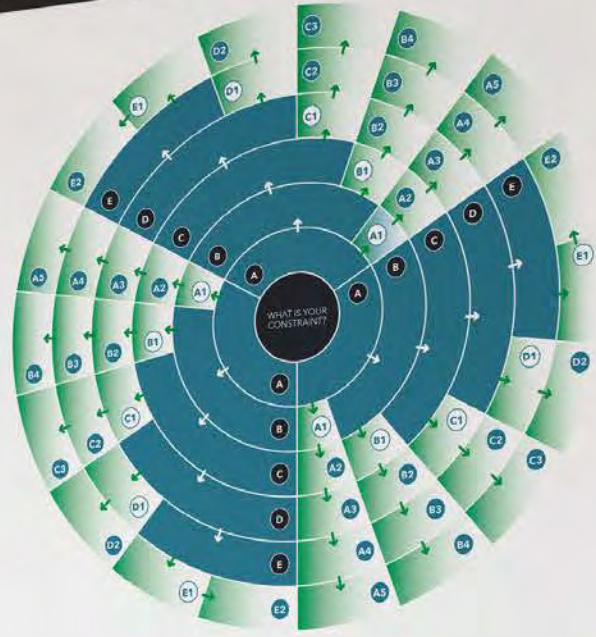
Houston, we have a problem.









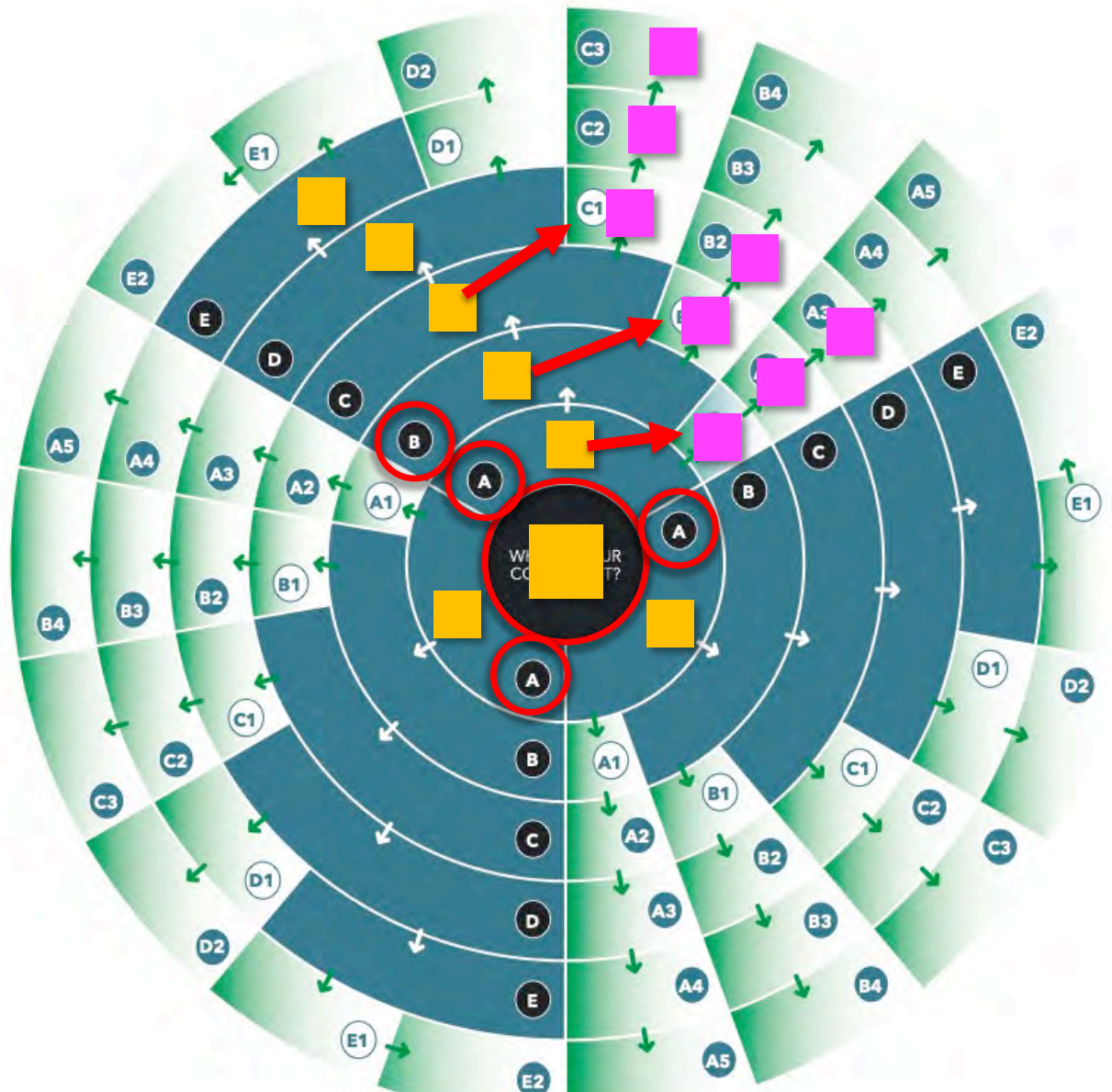


A B C D E Why is it a constraint? What does it withhold? In which way does it restrict what? *Dig deeper with each step.*

A1 B1 C1 D1 E1 How can we encounter this constraint? How can this issue be solved alternatively? *Think creatively.*

A2 A3 A4 → E2 Build on the solution you came up with in **A1 → E1** and/or try to fine-tune it. *Make it real and applicable.*

 *Preferably use small sticky notes*



Andere manieren om met beperkingen om te gaan

- **Open innovatie**

- “You need a big toolbox to build a house al by yourself”
- Op zoek naar lange termijn win-win scenario's

- **De hindernis of beperking aanvaarden**

- Erkennen dat er een beperking is en deze definiëren
- Maak er een unieke kwaliteit van

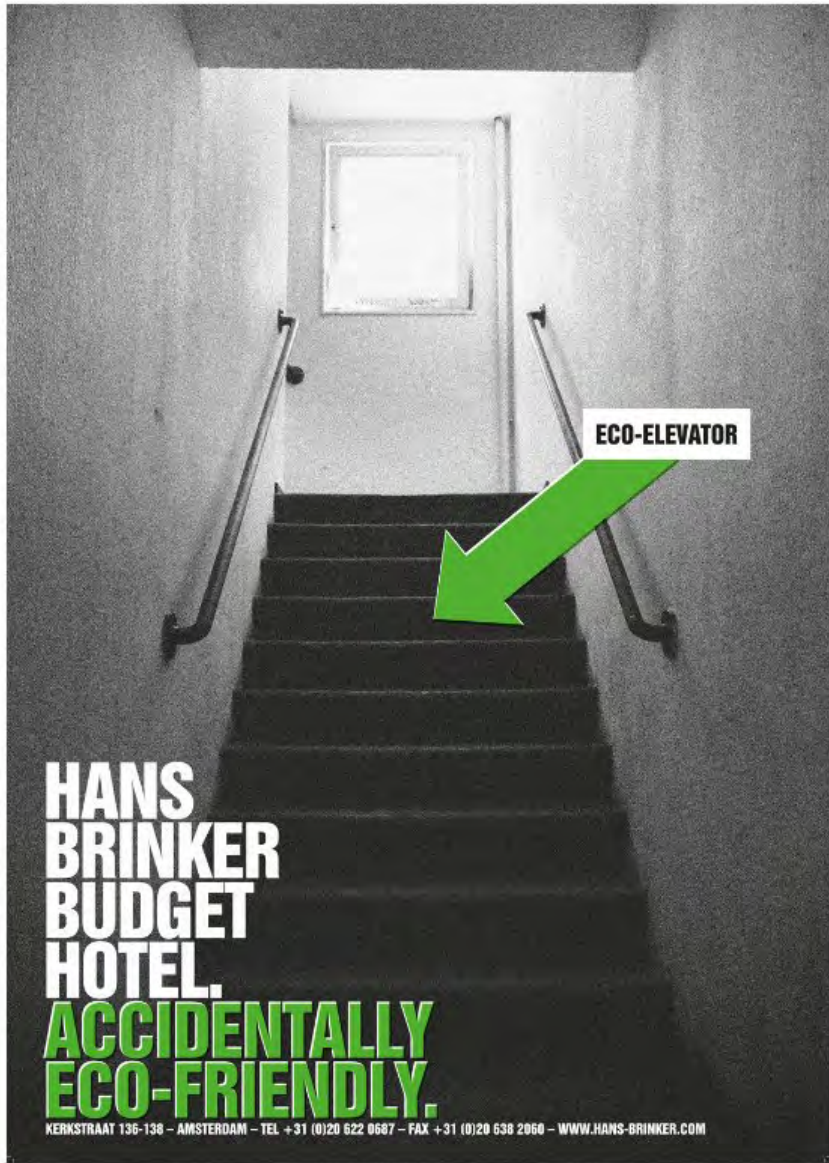


HANS BRINKER HOTEL

HOTEL
BRINKER

NOTICE

Thank U



ECO-ELEVATOR

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ACCIDENTALLY
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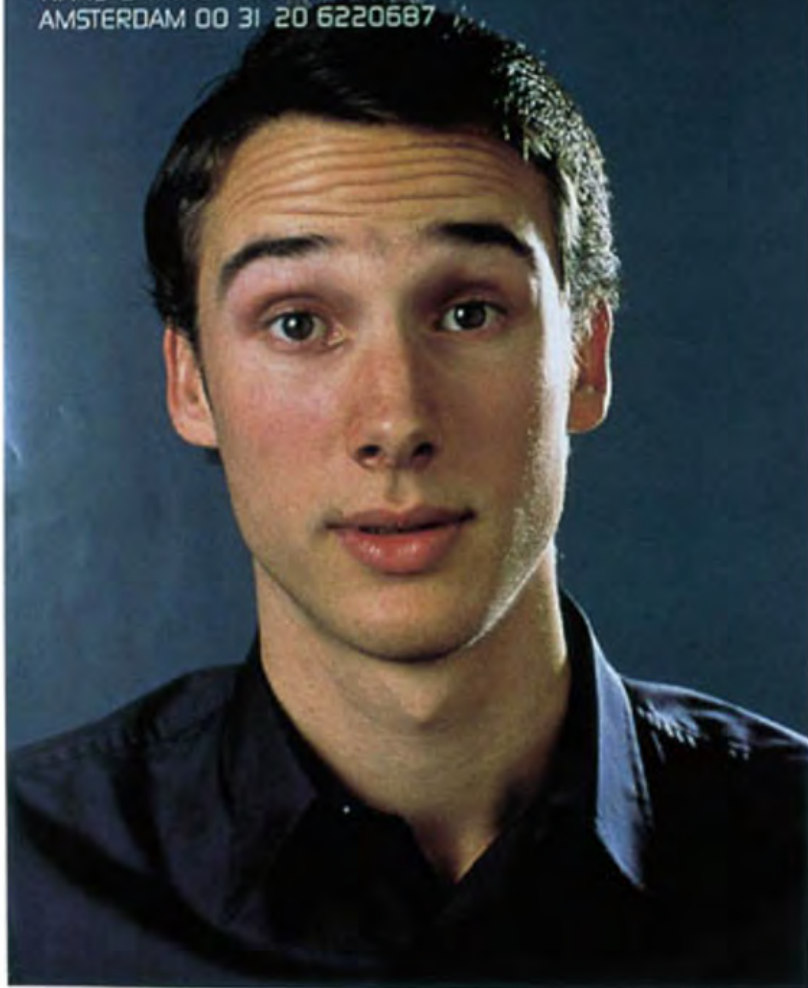
ECO-TOWEL

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Check in

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Check out

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APOLOGIES AFTER 40 YEARS

SORRY
FOR BEING
THE BEST IN
IGNORING YOUR
COMPLAINTS



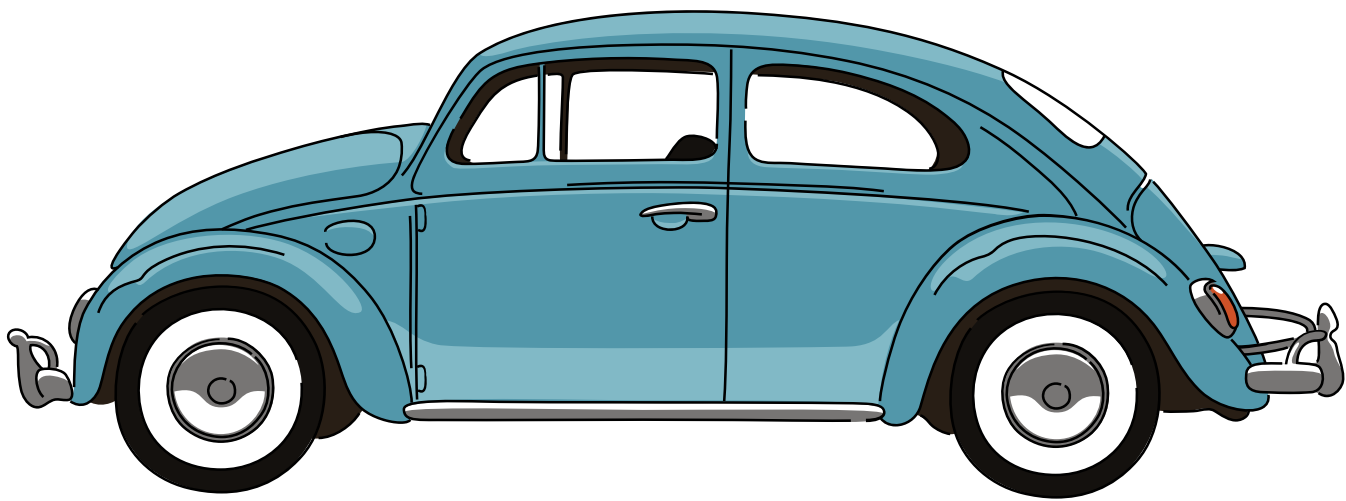
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CONGRATULATIONS
YOU ARE THE **1.028.273TH** WHO HAD
SEX IN THIS BED.



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Think small.

Ten years ago, the first Volkswagens were imported into the United States.

These strange little cars with their beetle shapes were almost unknown.

All they had to recommend them was 32 miles to the gallon (regular gas, regular driving), an aluminum air-cooled rear engine that would go 70 mph all day without strain, sensible size for a family and a sensible price-tag too.

Beetles multiply; so do Volkswagens. By 1954,

VW was the best-selling imported car in America. It has held that rank each year since. In 1959, over 150,000 Volkswagens were sold, including 30,000 station wagons and trucks.

Volkswagen's snub nose is now familiar in fifty states of the Union; as American as apple strudel. In fact, your VW may well be made with Pittsburgh steel stamped out on Chicago presses (even the power for the Volkswagen plant is supplied by coal from the U.S.A.).

As any VW owner will tell you, Volkswagen service is excellent and it is everywhere. Parts are plentiful, prices low. A new fender, for example, is only \$21.75.* No snell factor in Volkswagen's success.

Today, in the U.S.A. and 119 other countries, Volkswagens are sold faster than they can be made. Volkswagen has become the world's fifth largest automotive manufacturer by thinking small. More and more people are thinking the same.



*Suggested retail price.



And if you run out of gas, it's easy to push.

See?

We think of everything.

Getting a Volkswagen to the side of the road is a pushover.

It's a little surprising that VW owners don't run out of gas more often.

A figure like 32 miles to the gallon can make you a little hazy about when you

last filled up.

And you spend so little time in gas stations, there are almost no reminders.

You'll probably never need oil between changes, for example.

You'll never need water or anti-freeze because the engine is air-cooled.

40,000 miles on a set of tires won't break

any Volkswagen records.

And repairs are few and far between. So this year we've installed a gas gauge to help you remember.

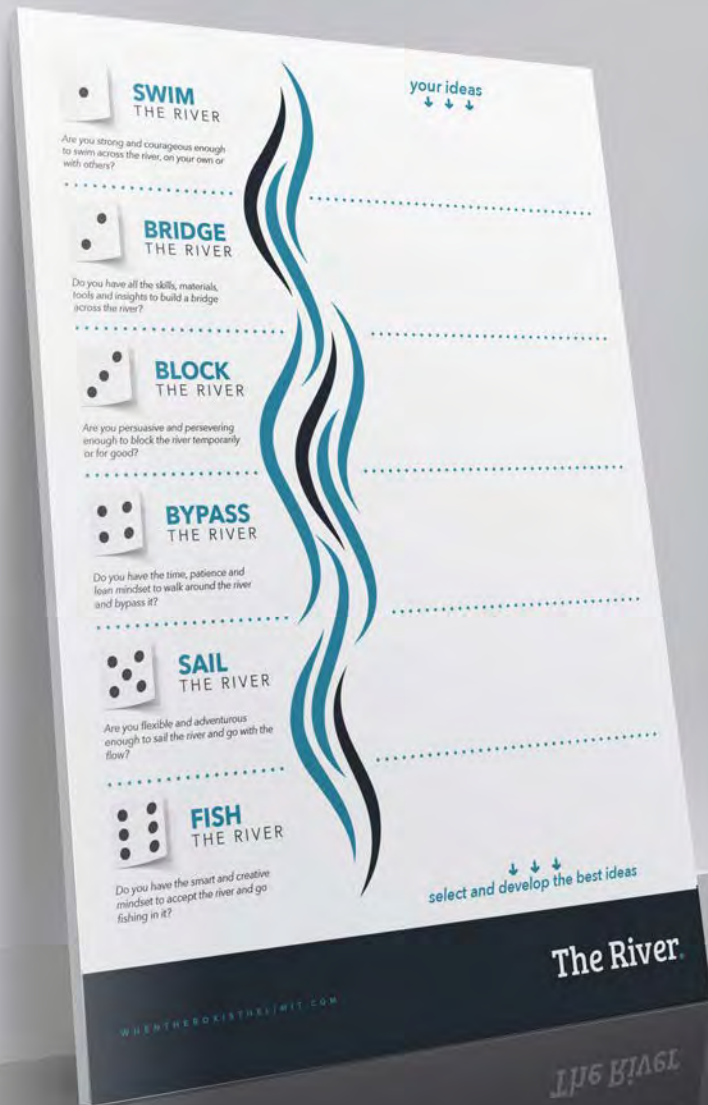
But we haven't taken all the fun away.

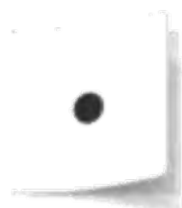
You still have to remember to look at it.



The River

- Metaforische kijk op een obstakel en zes manieren om het op te lossen
- Je loopt van A naar B, maar onverwacht kruist een wilde rivier je pad... wat zijn je opties?





SWIM THE RIVER

Are you strong and courageous enough to swim across the river, on your own or with others?



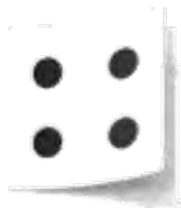
BRIDGE THE RIVER

Do you have all the skills, materials, tools and insights to build a bridge across the river?



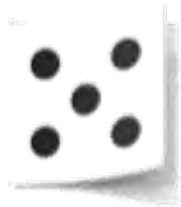
BLOCK THE RIVER

Are you persuasive and persevering enough to block the river temporarily or for good?



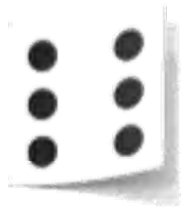
BYPASS THE RIVER

Do you have the time, patience and lean mindset to walk around the river and bypass it?



SAIL THE RIVER

Are you flexible and adventurous enough to sail the river and go with the flow?

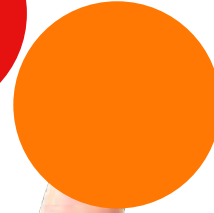
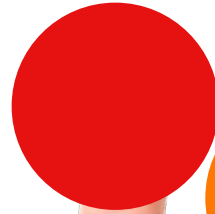
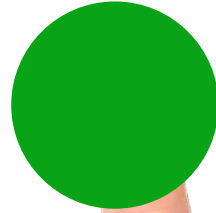


FISH THE RIVER

Do you have the smart and creative mindset to accept the river and go fishing in it?

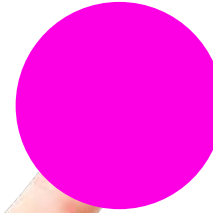
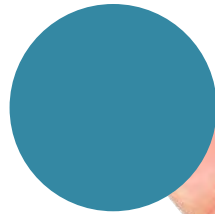
The Propeller

Tree of Trade



The Casual
Constraint
Contest

The Frugalizer



The River

The
**Constraint
Suite**



When the Box is the Limit / Drive your creativity with constraints

Get the book now!

THE BOOK



THE AUTHOR



TECHNIQUES

THE COMMUNITY



www.whentheboxisthelimit.com

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Inspiratiesessie Creativiteit

Opleiding
Digitaal Leiderschap
in de Cultuursector

Samen ideeën bedenken
aan de hand van de

Tree of Trade:

- Groepen van 4 tot 6 personen
- Elke groep krijgt een verschillende uitdaging
- Finaal: korte pitch van elk concept

Kleuterschool

Politie

Bibliotheek

Openbaar Vervoer



Immokantoor

Sporthal

Woonzorgcentrum

Rockfestival