

## **dalí image cards**

### **innovation labs at the dalí**

while the old aphorism “a picture is worth a thousand words” still makes the rounds, we often don’t appreciate the depth of this observation. art historian jonathan fineberg’s observations make a strong case for both the importance of images and the reasons we might need them so much:

images help us organize our thoughts and represent them in our memory. humans have made images continuously for more than thirty thousand years; the paintings on the walls of the cave at chauvet, in the south of france, are between six and ten times older than the first known form of written language. we are still making images, i believe, because we need them. we need them to structure our social and psychological concepts of ourselves, and i think we literally need them to develop the circuitry of our brains (Modern Art at the Border of Mind and Brain).

however, despite the fact that images have been around longer than the written word, we often elevate the written word when we engage in problem-solving tasks and when we think about communication. at the innovation labs, we push against this tendency by foregrounding the benefits of thinking and communicating through images: connections, inspiration and emotions. on the following page, we share with you some of our favorite inspirational images—all details from dalí’s works—that are part of our image card decks.

to start thinking and communicating through images—alone or with your team—check out our corresponding activities at the dalí museum online: [imagestorming](#), [tarotivity](#) and [tales from the dalí](#).

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